



COUNTY OF SAN DIEGO  
BOARD OF SUPERVISORS

2013 JUN 19 AM 10 07

**GREG COX**

**CHAIRMAN**

San Diego County Board of Supervisors

THOMAS PASTUSZKA  
CLERK OF THE BOARD  
OF SUPERVISORS

**DATE:** June 19, 2013

**TO:** Mr. Thomas Pastuszka  
Clerk of the Board of Supervisors

**RE: FY 2013-2014 Community Enhancement Allocations**

The following is submitted as my recommended First District allocations for the 2013-2014 Community Enhancement Program:

<b>Organization Name</b>	<b>Purpose</b>	<b>Allocation</b>
A Reason To Survive, Inc. (ARTS)	The Empower program is an arts-based after-school program that focuses on college and career preparedness for youth who are interested in the creative industries. The multi-year program is designed to prepare youth, ages 14-23, for success academically, professionally and socially.	5,000
Aguinaldo Foundation	Philippine Festival - Promote tourism and young people's understanding Filipino culture. Philippine Independence - Presentation of the Aguinaldo Leadership Awards to any individual of any race that helps the Filipino Community.	2,000
Alumni Assoc of the Wm J. Oakes Boys & Girls Club (San Diego Soap Box Derby)	Soap Box Derby - Provide funding for licensing, insurance, permits, and equipment rental for the annual Soap Box Derby. Annual Pancake Breakfast - Provide funding to purchase supplies, tickets, flyers, and printing for our major fund raising event of the year.	2,700

American Youth Hostels, Inc. San Diego Council (Hostelling International USA, San Diego Council)	40th Annual Midnight Madness Bicycle Ride - Celebrating 40 years, MMFBR will have a new staging area - Naval Training Center, and a new route where participants will ride 20 miles along the Bay of San Diego. With colorful costumes and decorated bicycles, this event draws bicyclists from around the southland and is a favorite for local riders as well. 57th Annual Christmas Bicycle Trip - One of the longest-running bicycle trips in the US. The 6-day, 400 mile ride attracts hard-core bicyclists from around the US (66% from outside of San Diego in 2012). 7th Annual San Diego Peace Building Conference - Utilizing interactive conversations, speakers and workshops, the event brings together a diverse community of young adults who share a passion for creating positive change in their communities and in their lives.	4,000
Asian Business Association (ABA)	Website update - Funds would allow ABA to provide programs and resources, events, etc. while adding features to benefit members. (Lunar New Year Celebration - This event provides an enriching experience that blends the rich Asian heritage of San Diego County with business opportunity. Funds will be used for venue rental and invitations. Office operations - Copier services, postage, and the purchase of general office supplies.	3,500
BIOCOM Institute	Expo Day at Petco Park - Free event with over 125 hands on activities from community groups such as: College organizations, government agencies, K12 groups, non-profits, professional associations and corporate sponsors.	1,000
Big Sister League Mentor Program	Sustained Outreach Project - Increase in outreach efforts to recruit more Big Sister volunteers. Staffing hours (for outreach, training new volunteers & matching the Big & Little Sisters), mileage costs, and program marketing materials.	1,000

Bonita Business & Professional Association, Inc. (BBPA)	Bonitafest Kick Off Benefit - Live & Silent Auction & Dinner to raise funds for The Bonitafest costs, that showcases businesses in Bonita, Chula Vista & South San Diego. Wild West Bonitafest - A free event celebrating community, family, history of Bonita & promoting local businesses. Community Stage featuring local talent from schools & dance groups. Wild West Bonitafest Parade. Bonitafest Street Banners - Annually, the Bonitafst banners must be cleaned, date changed, repaired, installed on light poles & then taken down & stored for next years celebrated event. Rootin Tootin Chili Cook Off - Benefit for the Bonita Public Safety Center.	9,000
Bonita Historical Society (Bonita Museum & Cultural Center)	Executive Director - Director oversees organization and activities of the Museum. Museum expenses - Advertising, printing, copier, office, computer, facility supplies, general museum events, janitorial services. Insurance - Liability, accident, workman's compensation insurance.	18,300
Bonita Optimist Club (Bonitafest Melodrama Project)	Bonitafest Melodrama Project - A community-based musical-theatre production celebrating San Diego County history.	4,000
Business Improvement District Council	Community Economic Development (CED) Associate program - Hire and train 30 people to work in local BIDs. The program will provide 1) on-the-job CED training and supervision in business districts; 2) workshop instruction and leadership training; 3) new trained workers.	4,000
Cabrillo Festival, Inc.	50th Annual Cabrillo Festival - To perpetuate and commemorate the contribution of Juan Rodriguez Cabrillo in the exploration and settlement of New Spain and the Californias, and to celebrate the rich cultures of Native America, Mexico, Spain and Portugal which are part of San Diego's diverse heritage.	5,000

California State Games	2013 California State Games - Statewide amateur sports festival modeled in the Olympic tradition. Competition in 24 sports with over 9,000 athletes. 2014 California Winter Games - Consists of three sports with Figure Skating and Ice Hockey taking place in San Diego County. The 2 sports host over 1,600 athletes from various states.	2,000
Casa Familiar, Inc.	Mes de la Mujer - A series of events in March including an all-women juried art exhibit, performances, literary presentations and crafts marketplace. Women from all over the country and across the border participate and an average of 700 guests from all over California attend annually. Dia de los Muertos - Celebration consists of traditional food, music and cultural performances, an annual art exhibition in our gallery space, workshops, as well as the creation of day of the dead altars throughout the community. Fronteras Festival - Exposes the underserved community of San Diego/San Ysidro to fine arts from both sides of the border. Art exhibition, musical presentation, festival and will feature the collaborative creation of a public art mural program by local artists and community members. Summer Youth Art Program - An intensive youth arts program targeting at risk youth of San Ysidro to curtail vandalism and vagrancy. An 8 week workshop series for 30 youth including art appreciation classes, lectures, hands on art making, tours, and culminating in a youth exhibition at our gallery.	9,000
Central Commercial District Revitalization Corp	Winter Festival 2013 - Annual festival in December in Logan Heights for the residents and their guests from Logan heights, Sherman Heights, Barrio Logan, Grant Hill and surrounding areas.	2,000

Chula Vista Chamber of Commerce	Promotion of the City of Chula Vista and San Diego County - Distribute information to residents, tourist and visitors on county events, facilities and relocation packets and operating expenses. Chula Vista Chamber of Commerce and Chula Vista CONVIS website upgrades. Chula Vista Visitor Center Operation - Moved the Chula Vista Visitor Center to the Chamber office at 233 4th Avenue to promote the second largest city in the region.	20,000
Classics for Kids, Inc. (Classics 4 Kids)	Orchestra concerts and educational programs that include specialized arts curriculum imbedded in academic subjects that include, language arts, social studies, and science. Orchestra Concerts for Families - Entertaining, education and fun concerts for San Diego's families and visitors.	2,000
Common Ground Theatre (Southeast San Diego Community Theatre)	San Diego Theatre Arts Repertory School - Implement STARS curriculum by hiring teachers of acting, singing, dance, and technical classes in a 12-week session for students ages 6 to 18 years of age. Stage Sets for Three Plays for 50th Anniversary Season - "Before It Hits Home," "Christmas Is Comin' Uptown," and "Pecong."	1,500
CONNECT Foundation	Springboard program - A free program open to technology and life sciences innovation companies. Companies accepted into the program meet with a group of industry experts for up to several months who provide recommendations on financial, marketing, legal and commercialization issues to prove the business model. Nearsourcing Initiative focuses on matching innovation companies in need of outsourcing with our region's local outsourcing cluster. The program includes workshops that educate our region's entrepreneurs on the benefits of contracting with local manufacturers, including reduced risk, cost, and time to market.	1,500

Cooper Family Foundation	Juneteenth Set-Up - Blocking off 28th and 29th blocks of Imperial Avenue for the Juneteenth Celebration. Insurance, police, security, traffic control sign, permits, fencing, portable toilets, generator, tables, chairs and tents. Rental of stages and PA systems, PA amplifiers, speakers, sub-woofers, wedge monitors, graphic equalizer, microphones, DJ's and cables. Juneteenth Education - Set-up Juneteenth video, display boards, marketing and advertising for event. Food Court - Purchase food and supplies to give out free at the event: hot dogs hot links, potato salad, bake beans, hot dog buns, forks and napkins. Fun Zone - Rental of gates, jumpers, super slide, popcorn, cotton candy, arts and crafts.	3,000
Coronado Community Theatre, Inc. (Coronado Playhouse)	Annual Classics and Shakespeare Festival - Free festival includes 16 performances for students and adults from around the county. Local Playwright Showcase (LPS). Children's Theatre Camp - Aimed at elementary and middle school students as a week long summer program. Teaching acting and technical aspects of theatre; improve social skills and public speaking.	2,500
Coronado Historical Association (Coronado Museum of History and Art)	Exhibition Development - Developing a public exhibition to provide the residents of San Diego County a comprehensive view of the dynamic history of sport, competitive, and recreational sailing near and off Coronado.	2,500
Cortez Racing Association (CRA)	Annual BC Series - A 10-week series of sailboat racing in San Diego Bay, on Wednesday nights starting on May 29, 2013.	1,500
Council of Philippine American Organizations of San Diego County, Inc. (COPAO)	Philippine Faire 2014 - An annual event showcasing the different festivals from the Philippines. A fun-filled day of culture, entertainment and food.	3,000

Downtown San Diego Partnership	<p>Homeless Client Property Storage - In an effort to reduce the large amount of homeless belongings stored on the sidewalks and as a resource for our homeless clients actively working with our outreach worker, we would like to rent 25 bins from the Transitional Storage Facility. Sidewalk pressure washing involves heated, pressurized water, used to clean dirt, residue, fecal matter, gum etc. from downtown sidewalks. All water is recovered with a vacuum, so nothing descends into storm water conveyance systems. Approximately 15% of reclaimed water is recycled and reused. Landscape beautification - Increase planting of attractive landscaping and donate replacement trees to area property owners throughout downtown. Grant funding would be used to buy tools and plant supplies. Trash Receptacle Enhancement Program - Use grant dollars to purchase an additional 10 trash receptacles to be located along high pedestrian traffic routes and around growing residential area. Assist with the funding of one Homeless Outreach Worker.</p>	5,000
ElderHelp of San Diego	<p>The Concierge Club provides comprehensive membership-based home care solutions to address the growing health and social challenges that seniors and their families are facing. Outreach - Increase referrals to the Concierge Club program by reaching out to those seniors who are home bound and isolated as well as create a referral database of potential resources to assist low income seniors remain independent and live with dignity in their own homes. Volunteer outreach - Outreach to recruit new volunteers to work directly with the Concierge Club members with a variety of tasks that help to maintain their independence. Provide support for some of our low-income seniors who are at risk of losing their independence and are faced with limited resources to buy enough food to achieve good health and maintain a satisfactory quality of life.</p>	1,500

Elite DVBE Network (Elite SDVOB)	10th Annual of Small Businesses and Disabled Veterans - Trade show and outreach seminars to service disabled veterans nationwide. This annual meeting will bring National resources and recognition to the plight of the service disabled veterans while providing opportunities for networking. Economic Development and Employment Readiness Workshops for Veterans - Facilitate a community wide outreach workshop(s) for Veterans to foster entrepreneurial business development, job creation, and economic stimulus. Host the Quarterly meeting of the California Department of Veterans Affairs Advisory Council for Veterans to present throughout California. San Diego Veterans Outreach Meetings - Provides the numerous city and county organizations along with veterans business owners to meet and discuss ways to assist veterans to be successful in business. Pre Veterans Day Event and Golf Classic.	2,000
Equinox Center	2014 San Diego Regional Quality of Life Dashboard - Printing, graphic design and marketing expenses.	2,500
Firefighters Advisory Council to the Burn Institute	FIRE EXPO/Firefighter Demolition Derby - Providing public safety information and fire and burn prevention education such as wildlife preparation materials and free smoke alarms to the people of San Diego County.	2,000



Fourth District Seniors Resource Center (George Stevens Senior Center)	African Americans-A Celebration of Cultural Richness" - This activity takes place in February (Black History Month). African Americans are celebrated in such areas as civil rights, education, business, entertainment, medicine, religion and sports. A Juneteenth Day Celebration - This activity provides insight into African American Culture through health and wellness, ancestral storytelling, song and dance, inter-generational games, arts and crafts displays, ethnic cuisine, information and resources. Older Americans Recognition Luncheon - This activity honors Older Americans who contribute countless volunteer hours throughout communities helping to make them safe and wholesome.	1,500
Friends of San Diego Wildlife Refuges, Inc. (Tijuana Estuary Visitor Center)	Fiesta del Rio - A celebration of the peoples, cultures, history, and environment of the region of the Tijuana River Estuary.	4,000
Greater San Diego Chamber of Commerce (San Diego Regional Chamber of Commerce; San Diego Chamber of Commerce)	Mexico business Center (MBC) - The MBC will focus on job creation through "Sourcing Seminars" to inform San Diego County businesses on how to sell their products and services to Tijuana manufacturers--the \$13 Billion Opportunity.	30,000
I Love A Clean San Diego	Coastal Cleanup Day 2013 - Statewide initiative coordinated in San Diego County by I Love A Clean San Diego. This one-day effort engages 7,500 residents countywide to restore and protect San Diego's vital beaches, bays, creeks, canyons, parks and other outdoor areas. Creek to Bay Cleanup 2014 - The Creek to Bay Cleanup provides San Diegans with an opportunity to work in collaboration with other members of the community to improve the health of the local environment through cleanups, beautification projects and general park maintenance activities. This event engages 6,000 community members annually.	15,000

Imperial Beach Chamber of Commerce, Inc. (IB Chamber)	Surftown Triathlon - An annual sporting event held in our city for the past 24 years. The event consists of runs, cycling, and swimming. The event brings over 900 participants and hundreds of spectators.	4,000
Justice Overcoming Boundaries in San Diego County (Fiesta del Sol San Diego)	Fiesta del Sol San Diego 2013 - Alcohol/tobacco free family festival promoting health, education, early child development, youth leadership, green jobs, civic participation, arts and culture. Healthy Living Pavilion - A 20' x 40' pavilion will be designated for traditional health organizations in the areas of: childhood obesity, diabetes, preventative care, HIV/AIDS, teen pregnancy, immunizations, elder care, alcoholism, as well as alternative and healthy lifestyles. Interactive Fitness zone with zumba classes and sports act. Children's Zone Pavilion - 20' x 40' pavilion features hands on activities for children such as arts and crafts, interactive games and face painting. Child development resources and enrichment. Civic Engagement - 20' x 40' Pavilion will feature civil and human rights information, free citizenship application information and assistance, legal non-profit resources, voter registration and Comprehensive Immigration Reform Advocacy opportunities. Art and Culture - 20' x 40' Pavilion features an art-walk with local artisans, live art, and an Art Miles Community mural.	4,000

Kalusugan Community Services (KCS) (Filipino American Wellness Center (FWC))	Filipino American Arts and Cultural Festival (FILAMFEST) - Free one-day festival that showcases the community and District 4 featuring Filipino-American artists and other ethnic groups, vendors (commercial, food, and handicrafts), historical, cultural and educational exhibits and booths and a stage showing traditional and modern dance/music. Youth Volunteer Leadership Training and Development - The festival will enable young people, aged 15-25, to obtain 20-40 hours of community service while being trained on leadership such as planning and implementing the event. It also offers personal growth and fun. Funds will be used for trainer fees, fliers for recruitment, venue rental, materials and supplies.	3,000
La Maestra Family Clinic	Event highlights Mariachi music in the schools, showcasing Mariachi student groups from throughout the United States and Mexico. Event will include vendor and food booths, live performances, small carnival, art walk. Free Family event. Alcohol and tobacco free. Promotes tourism and economic development.	3,000
Lamb's Players Theatre	Educational Outreach Programs - Age-appropriate school assembly programs, drama camps, and residencies serve 25,000-30,000 K-12 students/year throughout the County.	6,000

Lambda Archives of San Diego (LASD)	<p>Year-Round Student Academic Internship Program - Support for vibrant student internship program which trains, supervises, and evaluates 60-100 student interns per semester. Purchase of archival-quality supplies necessary to process and preserve collections. Year-round Exhibit Program - Mounting 3-4 new exhibits per year. Assemblage of exhibits, supervising students and volunteers, training museum docents, additional hours open to the public, planning opening events, refreshments, and invitation design and mailing costs, and creation of a pamphlet for each exhibit. Exhibit Program Marketing Campaign - Create and place advertisements in print and online media, community newsletters, mailers, and local radio stations to raise awareness of ongoing exhibits. Graphic artist fees and advertising. Website Redesign/Database - Support for one-time cost of launching an enhanced website with integrated social networking, an updated catalog, and an attractive visual approach.</p>	1,500
Mainly Mozart, Inc. (Mainly Mozart Festival)	<p>Music Education-Living Composers and Mainly Mozart Young Artists Symphony Mentorship - In-school program "Living Composers" performed in all five districts and serving 20,000+ children K-12 with interactive programs, in-school concerts, pre- &amp; post-visit educational materials, and teacher training. Mentoring, coaching, performance opportunities, and administrative support.</p>	4,000
Mainstreet Coronado Ltd. (Coronado MainStreet)	<p>MotorCars on MainStreet Car Show - Marketing, trophies and printing.</p>	2,000
Maritime Museum Association of San Diego	<p>San Salvador Galleon Construction Project - The Maritime Museum is constructing a working replica of the galleon San Salvador, Juan Rodriguez Cabrillo's flagship that entered San Diego Bay in 1542. Once completed, this vessel will establish a tangible tie to San Diego's founding, be a must-see destination for visitors, and serve thousands of children.</p>	25,000

Media Arts Center San Diego (San Diego Latino Film Festival)	Mobile Stories - Enables citizen journalists to create digital video stories on any topic at libraries (in South Bay, North County and central San Diego) and upload them to the internet. This successful program has benefited more than 800 residents since its inception. Que Viva! Cine Latino - Free 5-week film festival at the Otay Ranch Town Center. The festival, in its 6th year, takes place each Wednesday in September to celebrate Hispanic History month. Garnering diverse audiences of 200 people each week, the festival provides free family-friendly films under the stars.	4,000
Miracle Babies, Inc. (Miracle Babies)	Healthy Women Healthy Children - Provide fitness training, nutritional counseling, education and case management through pregnancy and the first two years of the child's life. Partners include Jackie Robinson and Chula Vista YMCAs, San Ysidro Health Center, La Maestra Clinic in National City, Sharp Mary Birch, and doctors and pediatricians.	1,500

National City Chamber of Commerce	<p>Automobile Heritage Day Event - A classic car parade and car show combined with a family friendly all day festival. Attracts 7,500 regional visitors and builds automotive, business, and restaurant customer base. Over 200 classic vehicles, 40 community booths, live entertainment, art walk, awards, food vendors. Drug and alcohol free event. Green Business Program Marketing - The National City Chamber of Commerce Green Business Program partners with the City of National City, and regional and local stakeholder to guide the city towards sustainable business practices. Free consulting, workshops, energy efficiency upgrades, resources, conservation tools. Over 1,000 served in 2011-2012. Salute to Navy Luncheon - Honor military contractors, community partners, navy families, and 150 sailors of the year. Longest standing tribute to the military in the nation. Strengthen navy partnerships to enhance national security and regional economic development. Recognize economic impact of US Navy on the SD region. 350 guests. Job Fair and Workforce Development - Organize the 3rd annual job fair in National City; host online job boards; host free career/resume building seminars; and market the San Diego Regional enterprise zone program to incentivize employers to hire locally.</p>	12,500
New Children's Museum (formerly Children's Museum of San Diego)	FEAST! The Art of Playing With Your Food - October 2013 and run through September 2014. FEAST! will feature original works of art from local and nationally recognized artists, and provide hands on programming and curriculum development.	1,500
NTC Foundation	Marketing/Visitor Promotion - Support promotional banners, You Are Here Posters, Friday Night Liberty FREE open art studios and performances, and Resident Group Promotions to encourage more San Diego County residents and visitors to come to the 15 buildings at the NTC Arts and Cultural District at Liberty Station.	1,000

Onstage Playhouse	Advertising and promotion of OnStage Playhouse theater productions through radio and print advertising for the 2013-2014 Season as well as each of its eight mainstage performances. Dia de Los Muertos Event - OnStage Playhouse will co-host the 1st Annual South County Dia de Los Muertos (Day of the Dead) event on November 1, 2013 with High Tech High Chula Vista. Printing and marketing to South County residents and San Diego at large including banners, postcards, and bus advertising.	4,500
Otay Mesa Chamber of Commerce	MEXPORT Trade Show - Regional trade show that promotes sourcing opportunities for San Diego businesses. This annual trade show is held in Otay Mesa and allows San Diego suppliers to showcase their services or components to manufacturers in Baja California and Otay Mesa through a one day show.	11,500
Outdoor Outreach	Monarch School [92101] Summer Camp Program - Summer camp program featuring weekly outdoor adventures. These outdoor activities are designed to help the participants develop confidence, self- esteem and respect for themselves, their peers, family and educators. Activities are managed by trained staff with support from Monarch staff and community volunteers.	4,000

<p>Pacific Arts Movement (Formally San Diego Asian Film Foundation)</p>	<p>14th Annual San Diego Asian Film Festival - November 7-15, 2013 with over 150 films from over 20 countries to more than 20,000 attendees including 100+ community partners. Equipment, facility, and film rentals as well as marketing costs. 2013 Spring Showcase - Intimate showcase of Asian and Asian American films held April 18-25, 2013. A dozen films from the Pan Asian region are presented to an audience of about 5,000 in the newly acquired Digiplex Theater in Mission Valley. Film rental fees and facility rental costs. Drive-By Cinema - Experimental mobile cinema project to engage low-income and under-served communities throughout San Diego County. The project will target 10 neighborhoods throughout the County over the next two years with a minimum of two Drive-By Cinema screenings a month.</p>	<p>5,000</p>
---	--	--------------



<p>Pagasa-Tumainisha- Esperanza-Hope, Inc. (PTE-Hope, Inc.)</p>	<p>Multi-Cultural Diversity Fair - Showcase rich heritage and culture through arts, crafts, exhibits, cultural presentations, dances, songs, cultural traditions, history and ancestry, ethnic foods, national costumes, significant contributions and participation of diverse people to the American society; hold talent competitions and shows. Symposiums and Town Forums - Provide multi-cultural and motivational seminars and forums geared to home foreclosures, counseling and assistance on home acquisition and retention, financial literacy, leadership, education, English language, citizen participation, health, nutrition and physical wellness, telecommunications and computer awareness. Community Youth Program - Establish a youth program to all diverse cultures to enhance their interest in art and science, literature, athletics, music, physical activities, etc. Provide scholarships to under served children of all races with high academic averages and youth community services. Community Senior Outreach Program - Provide community services reaching out to senior citizens of all races through referral services, mentoring and educating them about health issues, nutrition, social activities, computer learning and volunteerism. Recognize community leaders who excelled in helping diverse communities.</p>	<p>2,500</p>
<p>Parade Band Foundation, Inc. (Parade Band Foundation, Inc.)</p>	<p>Otay Ranch Town Center Parade Band Review &amp; Community Festival - To provide the annual community parade, competitive marching band review, and community festival for the City of Chula Vista and its outlying communities.</p>	<p>5,500</p>

PASACAT, Inc. (Philippine Performing Arts Company)	Philippine Dance Classes - PASACAT will provide year round classes of traditional Philippine dance and music for 60 students at the PASACAT Center in National City. The students will be able to perform for the annual Parol Festival and Jr. PASACAT Concert. Parol Philippine Lantern Festival - A Philippine Christmas village is created where an audience of 650 will watch 60 dancers, 40 guest dancers, 35 musicians and singers. Attendees will experience the Philippines through traditional foods, lantern making workshops and cultural exhibits of PASACAT 43 year collection of instruments, props and costumes. 27th Annual Jr. PASACAT Concert - PASACAT will present 35 dancers and musicians ages 5 - 25 in a 90 minute concert of traditional Philippine dance for an audience of 275.	3,500
Peninsula Chamber of Commerce	Business Improvement District Formation - Fund the services of a professional company to complete the processes of creating a Business Improvement district and help with the implementation of the Business Improvement District for Point Loma.	6,000
Point Loma Nazarene University	Community Fall Festival - PLNU will open the campus to the San Diego community and offer a free day of family fun; cultural and historic seminars, fall-themed activities, and local non-profit booth will all provide a place of education, culture, and entertainment.	3,000
Point Loma Summer Concerts (Point Loma Summer Concerts)	Produce 5 free family concerts at Point Loma Park on July 12, 19, 26 and August 2, and 9, 2013. We request support this year from both Supervisors Roberts and Cox since the Peninsula was split during redistricting. We serve an equal share of residents and businesses in both Point Loma and Ocean Beach.	5,000

Prime Motivation (Prime Motivation Expo)	3rd Annual South County Multi-Cultural Festival - Free entertainment, vendors and community resources will draw diverse neighborhoods to come together throughout the South County to celebrate it's multi-cultural heritage. 2nd Annual Inspire Conference - Provide a venue for youth to become INSPIRED to strive for their dream job. Diverse community leaders, successful business owners and mentors will have the opportunity to speak to youth and motivate them to choose a career of their dreams.	2,500
SAMAHAN Filipino American Performing Arts & Education Center (formerly SAMAHAN Philippine Dance Company)	29th Philippine Cultural Arts Festival - Free family oriented event showcasing the Filipino's performing arts performed by students and adults from Fil Am community of San Diego. Concert with the Los Angeles based Filipino American Symphony Orchestra. Joint performances of Philippine folk dances with the orchestra by Samahan dancers. Minimal ticket price for seniors and students. Concert of Philippine dances and music. A fully staged production of performances of folk dances and music by Samahan trained dancers and musicians, as well as students, showcasing regional and traditional dances of the Philippines, including tribal dances of the Cordilleras and Mindanao. Audience of seniors and students provided free tickets. Philippine dance and music classes, school workshops and arts programs. Beginner, intermediate and advanced dance classes. Adult and senior dance classes. Individual instruction of Rondalla and Kulintang Music. Collaboration with SDSU and UCSD students in an annual Culture Nights Program.	2,000
San Diego Armed Services YMCA (Big Bay July 4th Fireworks Show)	Big Bay Boom July 4th Fireworks Show.	7,000
San Diego Ballet	Salaries for dancers involved in in-school assemblies and student matinees. Marketing materials, advertising, postcards, season mail-outs, curriculum guides, flyers, press releases and postage. Costumes, sets, props, pointe shoes, and men's ballet shoes.	2,000

San Diego Bowl Game Association (Pacific Life Holiday Bowl)	NCAA post season college football games.	8,000
San Diego Children's Choir (SDCC)	Marketing materials to recruit choristers for the 7 site program serving 150+ children qualifying for free and reduced lunch programs. Program is standards-based and held after school at recreation centers in Section 8 housing. Serving Chollas View, Nestor, City Heights, National City, Escondido, Vista and Oceanside.	1,500
San Diego Chinese Historical Society & Museum (Chinese Historical Society of Greater San Diego & Baja California)	Special Exhibits - Prepare at least 2 special exhibits during FY 2013/14 to attract more visitors and cultural tourists. Publish Museum Newsletter - Write, publish, and distribute a quarterly newsletter by mail and on the museum web site, <a href="http://www.sdchm.org">www.sdchm.org</a> , to publicize museum activities, attract visitors, and educate the public. Website enhancement.	2,000
San Diego Coastkeeper (San Diego Baykeeper; Baykeeper)	"Clear Blue" Day at the Beach - Offer visitors and residents an opportunity to come to one of our coastal parks, enjoy a day of recreation and camaraderie and learn about how individuals can conserve this resource. Countywide Beach Cleanup Program - Over a dozen community events to remove trash from our waterways to protect swimmers from the bacteria it generates and preserve the beautiful aesthetic of a pristine beach that our restaurants, hotels and other tourism businesses depend upon.	5,000
San Diego Convention & Visitors Bureau	International Market Development - Build China and Asia Pacific market through marketing programs. San Diego Film Commission - Actively work to make San Diego County the film production destination of choice and build on the 400 productions currently produced. Market San Diego competitively to the film industry.	43,000
San Diego County Bicycle Coalition	San Diego County Bicycle Coalition Bike Local Program - Development and expansion of SDCBC's Bike Local program in San Diego County.	3,000

<p>San Diego Dance Theater (Jean Isaacs Dance Theater)</p>	<p>Trolley Dances - 15th Anniversary Presentation - 28 performances for k-12 as well as general audiences. Serving 3,000+ patrons with 6 world premiere, site-specific dances created along the MTS trolley line. Aging Creatively through Dance - 3 weekly classes in Point Loma and Encinitas, with new class in Chula Vista. Serving 60 seniors per week. These students ages 60-85 join professional dancers on-stage and on film for intergenerational performances. Cabaret Dance San Diego Dance Theater Professional Company Winter Performance - Now in its 11th season, these light dances combine humor, food and beverages, and live music with a decidedly jaunty flavor. Young Choreographers Showcase and Prize - A dozen dance makers selected from a larger pool vie for \$5,000 in prizes in a live, on-stage choreography competition. Ages 18-35 these winners are chosen by local experts in the dance field along with audience members.</p>	<p>2,000</p>
<p>San Diego Filipino-American Humanitarian Foundation, Inc.</p>	<p>San Diego Philippine Library and Historical Heritage Museum support - Exhibits, artifacts, displays, paintings, antiques, furniture, pictures and other Filipiniana items in relation to Philippine arts, culture, history, tradition and lifestyles. Library - Expand collection of books from the Philippines-History, Culture, arts, and other topics related to the lifestyles of the Filipino Americans and Filipinos in general for the reading public to know and learn about the Philippines and the Filipinos. Awning replacement in front of the Museum, repainting of the areas around the front door and entire hallway and re-surfacing of the bricks in the hallway. Annual Fiesta Filipiana - Celebration of Philippine Independence Anniversary and the birth anniversary of the national hero, Dr. Jose Rizal A showcase of Philippine arts, culture, history, tradition and heritage. San Diego Fil/Am Archive - History of the Filipino Americans in San Diego, California and the United States and where murals, posters, displays of photos, pictures and other memorabilia's are located.</p>	<p>2,500</p>

San Diego Fleet Week Foundation (Fleet Week San Diego)	Fleet Week San Diego 2013 - Annual San Diego celebration to honor and thank the men and women of the military for their contributions to our community and their sacrifices for our country. Fleet Week Enlisted Recognition Luncheon - Annual luncheon bringing together over 200 enlisted Sailors, Marines and Coastguardsmen, who have been recognized by their commands, along with civic and business community members. Fleet Week Coronado Speed Festival - 16th annual Race at the Base, ticketed event (free for kids under 12, all active duty and their families, discounted for veterans). Car races, car clubs, car show, vendor village, test drives of new autos, military static displays and more. Fleet Week/SDMAC Breakfast - Annual breakfast featuring senior military guest speaker and over 400 attendees.	3,500
San Diego Food Bank Corporation (San Diego Food Bank)	Jacobs & Cushman San Diego Food Bank's San Diego Blues Festival Sponsorship - The 3rd annual one-day, family friendly benefit for the Food Bank. Festival includes national and local blues acts, as well as merchandise and ethnic food vendors. Proceeds and canned food donations from 6,000 participants go to the Food Bank. Stage, sound and lighting equipment for the Blues Festival. Blues Festival musicians. Advertising for Blues Festival - TV, radio, print, and online media.	4,000
San Diego Foundation for Change (Foundation for Change)	North Meets South Celebration - This cultural celebration will introduce San Diegans to our region's diverse Latino/Latina communities. All proceeds will be distributed by Latino/Latina community leaders to community-based organizations promoting grassroots Latino/Latina civic engagement.	1,000
San Diego Futures Foundation	Provide technology hardware (smartphones, tablets, laptops, desktops or access-enabled devices) and related services (installation services for hardware and software, Internet connection, training, and ongoing help desk support) to homebound seniors—with a primary goal to reduce hospital readmissions.	5,000

San Diego Historical Society (Museum of San Diego History)	Bottled and Kegged: San Diego's Craft Brew Culture Exhibition - San Diego History Center will launch a comprehensive exhibition about the craft brew industry in Southern California, from the 1800s to the present. It will be highly engaging, topical and interactive and will feature educational components for adults as well as children.	4,000
San Diego Junior Theatre	Ticket Subsidy Program - Free and reduced ticket program for County schools, community service organizations, and seniors for each of our eleven productions.	2,000
San Diego Military Advisory Council (SDMAC)	San Diego Military Economic Impact Study 2013 -Document the current impact of the Military's presence in San Diego in terms of jobs, income and output, and explores the future role of national security spending in an era of fiscal austerity.	1,500
San Diego Museum Council	Museum Month, celebrating 25 years in 2014, promotes San Diego County museums and makes museum-going more accessible by offering a half-price admission to more than 40 museums throughout February 2014.	2,000

San Diego Performing Arts League (SDPAL, the League)	<p>Region-wide Centralization Project for Performing Arts Organizations in San Diego County - Develop a centralized on-line performing arts calendar and schedule periodic meetings to discuss region-wide arts and theater issues. Additional project elements would include resource sharing among theaters, audition postings, job postings, theaters available for rent, and listings of rehearsal spaces. Arts Tix and Information Services - Support Arts Tix services, including providing visitor information and selling tickets for tourist attractions and performing arts events to both visitors and County residents. Salaries, marketing expenses, vendor fees, and website fees. These services support many theaters and attractions. San Diego Performing Arts League Development Campaign - Support major efforts to increase private donations through increased marketing, visibility and outreach in order to allow SDPAL to provide cooperative marketing and other services to local performing arts groups. Funds will be used to pay consulting fees and expenses related to developing new income sources. Arts Tix Box Office/Information Booth Relocation - The Arts Tix Box Office will be moving to the new Horton Plaza Park in 2014, and taking on an enhanced role as a Visitor Information Center. Funds will be used for moving expenses and costs related to furnishing and equipping the new location to house Arts Tix ticket and visitor information services. Star Awards Volunteer Recognition Program - Recognize and honor volunteers. Venue rental, production costs, and costs to print the commemorative program.</p>	3,000
--	--	-------



San Diego Regional Economic Development Corporation	Operation San Diego - EDC has organized a comprehensive strategy that supports our region's interest through the series of federal budget cuts affecting local innovation and military jobs. Implement a plan of defined priorities with the private sector and City of San Diego sharing burden of costs. Global San Diego - Export Initiative - EDC is leading a regional export initiative in partnership with the Brookings Institution and regional partners which includes the development of an export market assessment and the creation of an international business plan.	10,000
San Diego Second Chance Program (Second Chance (STRIVE))	STRIVE/Job Readiness Training Program - Provide job readiness training, employment placement assistance, mental health support and long-term case management for homeless and other chronically unemployed adults and youth. JOLT will serve approximately two hundred youth with a history of incarceration in the coming year, helping each overcome significant barriers to employment including, educational deficiencies, lack of workplace skills, drug and mental health barriers, housing, as well as negative peer and social systems.	2,000
San Diego Sports Commission (formerly San Diego International Sports Council)	Event Rights Holder Trade Show and Outreach - "Own"--from a marketing, branding, and presence standpoint--the sports event industry's most important trade show, positioning the Commission to recruit more business into San Diego, driving economic impact and overall awareness of San Diego as a destination.	2,500

San Diego Young Artists Symphony Orchestra (YAS)	Children of Special Need - Appropriate needs-based scholarships, staff support, or instrument lending to 12 children. Community Outreach - 6 outreach performances are held at public and private venues: museums; libraries; and facilities for youth, seniors and medically fragile populations. YAS Chamber ensembles to perform in venues of high visibility such as the Children's Museum of San Diego, serving both local residents and tourists. Staff Enhancement - Add one half-time wind and brass teacher/conductor for weekly school-year rehearsals. Supplement current teaching, administrative support and contract coaches and mentors. Scholarships - Inclusion of 8 beginning and/or intermediate students with needs-based financial aid awards. Scholarships would support inclusion for music students who lack access to intense musical training due to lack of financial or musical instrument resources.	1,500
San Diego Youth Symphony and Conservatory	Concert hall rentals. Printed concert programs. Rental of an equipment truck to move instruments. Marketing.	2,500
San Ysidro Chamber of Commerce	San Ysidro Independence Day Celebration - Event to celebrate America's independence and create annual tourist magnet to San Ysidro from both sides of the border. Chamber Economic Stimulation - Create and operate community and business programs to catalyze economic development throughout the border region, due to its unique location, international influence and opportunities. Programs and technical assistance with special emphasis on area businesses whom could otherwise not afford such assistance.	11,500

<p>Sherman Heights Community Center</p>	<p>Sherman Heights Día de los Muertos Celebration 2013 - A tribute to our departed family and friends via exhibition of altars at the community center and throughout the Sherman Heights community. Program coordination, payment for contracted performers, event marketing, postage, arts workshops, educational materials, and food and decorations. 17th Annual San Diego Latino Music Festival - Annual event dedicated to celebrating Latino music and the arts, featuring music, dance, and food. Program coordination, payment of contracted performers, arts workshops, event marketing and programs, postage, and food and decorations.</p>	<p>5,000</p>
<p>Security Forum, Inc., The (The Maritime Alliance)</p>	<p>GO BLUE SAN DIEGO (5th annual Blue Tech &amp; Blue Economy Summit) - Attract international companies to Blue Economy Summit: match with SD companies and services promote SD exports, foreign investment in SD. Salary expenses; marketing (videography/post-production, website updates, pre-event communications); portion of meeting expense (venue, AV, equipment rental). Near-Sourcing Blue Tech Manufacturing &amp; Supply Chain Optimization - Blue Tech industry production: technical, small-run, high-margin. Introduce OEMs so innovators can devote resources to increase sales. Identify supply chain for optimization. Salary expense; market research; identify and interview SD companies in supply chain; partial meeting expense (AV, rent venue/equipment). Blue Jobs Seminars - Support workforce development with jobs seminars, by sector. Goals: more blue jobs data, program sustainability, support veterans and STEM. Sector needs assessments; research qualifications by Navy unit; marketing (videography/editing/post-production); officer salary expense, media equipment rental.</p>	<p>16,000</p>

South County Economic Development Council (South County EDC; SCEDC)	Economic Development - SCEDC operating expenses.	30,000
Starlings Volleyball Clubs, USA	Starlings National Championship - A three-day activity that will attract over 1,000 Starlings players from all over the United States. Facility rental, awards, and transportation.	1,500
Surfrider Foundation (San Diego Surfrider Foundation)	Beach Cleanup Program - Keep San Diego County's marine and coastal ecosystems clean and healthy. Program also serves as a research and educational tool to engage local citizens and tourists, to help them become stewards for our oceans, waves and beaches.	2,500
Sustainable Surplus Exchange	BYOB Party - Bring Your Own Box - Monthly event wherein educators, nonprofits are invited to bring an empty box and fill it with FREE office supplies. Supplies are sourced from businesses throughout SD County, moved to the warehouse, sorted and readied for redeployment. Items: paper, pens, 3-ring binders, staplers/staples, tape, folders et al.	1,500
Third Avenue Village Association (Chula Vista Downtown Business Association)	Website Design - Website design, development and staff training.	5,000
Travelers Aid Society of San Diego, Inc.	Marketing - Promoting San Diego County to visitors, while enhancing and improving their experiences, by maintaining a strong, knowledgeable group of volunteers. Visitors will receive referrals, suggestions, directions and comprehensive assistance with any problems encountered, including special escort services when needed. Upgrading equipment used by mobile volunteers so that hotels, rental cars, and attractions can be booked quickly and accurately with real-time information, allowing visitors to use credit cards for payment to the venues being booked.	4,000

Voices for Children, Inc.	Informational Video: Voices for Children - Develop, film, and edit a 10-minute professional video to be used for volunteer recruitment, court tours, and community and education presentations. Public Service Announcements (PSAs) for Radio and TV - Production/editing of 2 PSAs. Printing of Promotional Brochures - Design and printing costs for printing 10,000 rack card-style brochures.	5,000
WalkSanDiego	Design, develop, publish (online), and print 30 - 40 walking maps in cities around the County. Maps will have themes such as garden walk, brew pub walk, ice cream parlor walk, etc., tied to local amenities. They will be available free in print, online for downloading, or as interactive maps on smart phones. Work with local business associations, business improvement districts, and chambers of commerce to identify neighborhood areas and themes to be the focus of walking maps within their respective regions. Develop appropriate strategies to promote, market, and distribute maps.	5,000
Westwind Brass, Inc.	Public Concert and Educational Outreach Programs - 8 educational performances to 4 sites in District 1.	2,000
WiLDCOAST	10th Annual WiLDCOAST's Dempsey Holder Ocean Festival and Surf Contest. This year's event will take place over two days featuring a paddle contest, youth surf contest, and ocean festival. The Dempsey will also kick off Tijuana River Action Month with over 700 attendees.	7,500

World Trade Center San Diego (formerly San Diego World Trade Center)	<p>Asia Desk - Promote international trade with 24 Asia Markets, and drives Asia business tourism to the region, while providing local SME's with tools for competitive advantage; trade leads, connections, turn-key trade show participation, education seminars, market research business referrals and introductions, etc. Latin America Desk - Serve the increasing number of companies in San Diego County wishing to take advantage of the USA Free Trade Agreement with Chile, Colombia, Ecuador, Mexico, Panama and Peru. A network of 20 WTCs in Latin America, which will assist LAD to promote trade from SD County. LAD will organize trade missions. European Union-American Center of Commerce for SoCal Program - EU currently has partial funding from the European Union Commission to present an 18 months program in San Diego County "Getting To Know Europe". This does not cover all 50 countries and requires matching funds. WTCSD will expand current program to attract buyers, investors from all Europe to San Diego County. International Relations Office (IRO) - Comprehensive approach to hosting international delegations and dignitaries. Formed as an inter-agency clearing-house, the IRO streamlines protocols, creating a world-class experience for visitors, and image of our region. IRO has received 138 delegations with 1,004 delegates from 59 countries. Website maintenance and information technology infrastructure upgrade.</p>	12,000
Young Audiences of San Diego	<p>Impacting Lives Through Art – District 1 - For many students in South Bay, YASD provides the only arts of the school day. Funds to continue to provide this vital service and to bring family arts and after-school programs to District 1 families, including the year-round after-school theater program for National City students at Sweetwater H.S.</p>	3,500
Zeta Sigma Lambda Foundation, Inc. (Alpha Phi Alpha Fraternity)	<p>16th Annual Sheila R. Hardin San Diego Multicultural Festival - Free event on MLK Jr. Promenade.</p>	2,000

	<b>Total CE Allocations</b>	<b>536,000</b>
--	-----------------------------	----------------

Respectfully submitted,

  
GREG COX  
Chairman



**DIANNE JACOB**

SUPERVISOR, SECOND DISTRICT  
SAN DIEGO COUNTY BOARD OF SUPERVISORS

COUNTY OF SAN DIEGO  
BOARD OF SUPERVISORS

2013 JUN 18 AM 9 02

THOMAS PASTUSZKA  
CLERK OF THE BOARD  
OF SUPERVISORS

Serving the  
cities of:  
El Cajon  
La Mesa  
Lemon Grove  
Poway  
Santee

**DATE:** June 19, 2013

**TO:** THOMAS PASTUSZKA, Clerk of the Board of Supervisors

**SUBJECT:** COMMUNITY ENHANCEMENT ALLOCATIONS

**SUMMARY:** The following is submitted as the Second District allocations for  
Community Enhancement Funds:

Serving the  
communities of:  
Agua Caliente  
Allied Gardens  
Alpine  
Barrett  
Blossom Valley  
Bostonia  
Boulevard  
Campo  
Canebrake  
Casa de Oro  
Crest  
Cuyamaca  
Dehesa  
Del Cerro  
Descanso  
Dulzura  
Eucalyptus Hills  
Fernbrook  
Flinn Springs  
Granite Hills  
Grantville  
Guatay  
Harbison Canyon  
Jacumba  
Jamul  
Julian  
Lake Morena  
Lakeside  
Mount Helix  
Mount Laguna  
Pine Hills  
Pine Valley  
Potrero  
Ramona  
Rancho San Diego  
Rolando  
San Carlos  
San Pasqual  
Santa Ysabel  
Shelter Valley  
Spring Valley  
Tecate  
Tierra del Sol  
Vallecitos

Serving the Indian  
reservations of:  
Barona  
Campo  
Cosmit  
Ewiiapaayp  
Inaja  
Jamul  
La Posta  
Manzanita  
Santa Ysabel  
Sycuan  
Viejas

Organization Name	Purpose	Allocation
Alpine Chamber of Commerce	Advance the commercial, industrial, civic and general interest and prosperity of the communities of Alpine and the Mountain Empire by providing a variety of programs, opportunities and resources.	40,000
Alpine Historical and Conservation Society (Alpine Historical Society)	Shed to protect farm equipment from the weather and still allow viewing by visitors. The three inside walls will provide exhibit areas to hang smaller implements. The Nichols House - Paint the porch and ramp; re-caulk foundation. The Beaty House - paint the veranda; repair water damaged back stairs.	5,000
Alpine Woman's Club	Basement renovation and foundation repair. Install cabinets.	5,000
CHIRP for Garden Wildlife, Inc. (CHIRP)	17th Annual Sage & Songbirds Festival & Garden Tour - Free Ecotourism Festival and tour of home gardens, with emphasis on water-wise, bird and butterfly-friendly plants. Includes educational programs, butterfly exhibit and release, birds-of-prey exhibit, vendors, live entertainment and more.	6,000
College Area Economic Development Corporation (College Area Business District)	Boulevard BOO Parade - Production of a Halloween parade that promotes the College Area Business Improvement District in San Diego. Activities include marketing, parade participants, professional float production, float building workshops, marching band adjudication, and parade coordination.	3,000



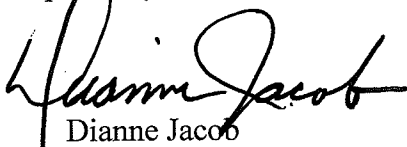
East County Economic Development Council	The promotion of economic development and stimulation of investment in East County as well as cooperation/partnership with business and organizations throughout San Diego County.	40,000
El Cajon Valley Mother Goose Parade Association (Mother Goose Parade Association)	Advertising/marketing and cost of television broadcasting of parade, including air time Cox Communications and Time Warner for San Diego County.	5,000
Friends of the Water Conservation Garden (The Water Conservation Garden)	Butterfly Festival Spring 2014 - Funds for marketing collateral, billboard signage and electronic media.	7,500
Heartland Coalition (East County Magazine)	Host new radio segment on East County festivals, events and attractions on 2 stations: 107.9 & 89.1 FM. Promote the radio segment with festival booths and live broadcasts. ECM has funds already set aside for this purpose.	3,000
Heritage of the Americas Museum, Inc.	Advertising and Promotion - Promote area-wide attention to the Heritage of the Americas Museum and increase the visitor base through direct advertising of museum events and a field trip program.	15,000
Historic Highway 80 Corporation	Geocaching and Wayfinding - Continue work to complete the geocaching/wayfinding project established in FY 2011 to promote the history of the route through this interactive GPS adventure game. Passport Through Time - Continue efforts to upgrade the annual event and increase the number of participants through targeted advertising efforts.	3,000
Jacumba-Boulevard Revitalization Alliance (Revitalization Alliance (501C3 arm of Boulevard-Jacumba Revitalization Committee))	Educational Environmental/Local History Focused Mural - Movable three panel mural depicting environs of lake with indigenous flora and fauna; history of Jacumba from Kumeyaay forward including past Hollywood and farming influence; and current Jacumba points of interest.	5,000
Julian 4th of July Parade, Inc. (Julian 4th of July Parade)	Small Town Independence Day Parade - Increase the number of spectators, increase participation of our local, state, and federal representatives, pay for increases in airplane and fuel costs, increase participation by high profile entrants, and provide a comfortable and entertaining environment for spectators and entrants.	4,000

Julian Arts Guild	Advertising - Advertise shows and Open Studios tour using newspapers, brochures, flyers, and web site. Art Workshops and Demonstrations - Art workshops for Julian Artists and outside artists in San Diego County and art demonstrations at monthly meetings by the general public and by local and visiting artists.	2,000
Julian Chamber of Commerce	Marketing, Promoting Visitor Tourism and Operational Expenses - Operational expenses including staff salaries for full time visitor center/office, ads in tourist publications, web site maintenance and hosting. Educational Historic Events - Outreach for visitors to get involved in our historic community. The Julian Doves and Desperados is a free show put on for visitors once a week and the History Hunt is a self-guided historical scavenger hunt with a monthly winner.	80,000
Julian Historical Society	Continuation of previously approved restoration and preservation activities associated with Julian Historical Society archive establishment to include stabilization of the Society's Washington Mine Exhibit as well as completion of a period line-shaft machine shop within the Julian Transportation Museum.	10,000
Julian Merchants Association (JMA)	Marketing, Member Benefits and General Expenses - Media Advertising, print, radio, and internet, for Julian Businesses, to visitors from all over. Assists small bus owners w/ group advertising. Julian Guide, free booklet of 100K printed, clerk and publicity, PO Box, monthly newsletter, Merchant of Year Award, JMA web sites, business workshops and ConVis Membership.	12,500
Julian Pioneer Museum	Engineer and install an environmental control system.	10,000
Lakeside Chamber of Commerce	Chamber overhead.	40,000
Lakeside Historical Society (Lakeside History Center)	Continuation of previously funded renovation of kitchen in Olde Church building. Installation of a range hood, replacement of kitchen cabinetry and installation of impervious counter tops.	6,000

Lemon Grove Historical Society, Inc. (The Parsonage Museum and the H. Lee House Cultural Center)	36th Season of History Alive - Free, annual, public series of 10 lectures and performances in the H. Lee House Cultural Center. Each presentation is videotaped and made available for scholarly reference in the Historical Society's archives.	2,300
Lions Tigers and Bears	Tourism Development Advertising Campaign - Design direct mail marketing materials, print and mail to Southern California mailing list to increase awareness of our sanctuary as a family entertainment option in the area.	5,000
Maine Avenue Revitalization Association	Weed abatement, general clean up by handicap adults with learning disabilities. Paint and restore facade of historic buildings.	10,000
Mission Trail Regional Park Foundation	Working with a Marketing/Relations Consultant to promote Mission Trails Regional Park with special emphasis on annual explore Mission Trails Day which connects children with nature.	2,500
Motor Transport Museum	Re-roofing of Camp Lockett Stable Buildings - Continue the roof replacement to prevent further building deterioration.	11,000
Mountain Empire Historical Society (Gaskill Brothers' Stone Store Museum)	Collections - Support efforts to provide time and materials to sort, catalog and document items currently in the archives, material waiting and new incoming material. Acquire items that fit our collection mission. Get help with our archive software system and continue support of Past Perfect. Acquire a scanner. Exhibits - Improve our display of local Indian artifacts, install period lighting in the storage cave, continue upgrade of the 1941 fire truck, create and install labels and descriptions on many of the items on display and preserve a portion of the "hanging tree." Lease fee for the Stone Store Museum. Publications - Support our quarterly newsletter and create more one-page historical information handouts to provide to the public for free. Publish, or display on a computer, the genealogy charts for several pioneer families from the Mountain Empire area and acquire the equipment to do this.	7,000

Olaf Wieghorst Museum Foundation (Wieghorst Museum)	Visual Arts Workshops - Scholarships to high school art students for an extensive two-day, hands-on workshop with noted, successful local artists, which will be conducted at the Museum.	8,500
Pacific Southwest Railway Museum Association (La Mesa Depot Museum; Campo Railroad Museum; San Diego Railroad Museum)	Remove and install a new roof and refurbish one passenger coach.	13,700
Poway Center for the Performing Arts Foundation (POW! Foundation)	Marketing and printing materials for 2013-2014 season.	2,500
Ramona Chamber of Commerce	Community Events - Installation dinner, open artist studio tour, horseshoe tournament, Ramona Country Fair, Oktoberfest, Merchants Safe Trick or Treat, holiday tree lighting, and other community events. Fund raising for community events to help support operating costs and promotion of the business community.	45,000
Ramona Pioneer Historical Society	Operations Director - Single employee working 30 hours per week.	15,000
San Diego East Visitors Bureau	Support staffing costs for the Welcome Center located in Alpine, CA.	65,000
Santee Historical Society	Education - Printing of educational materials for all elementary school children.	2,500
Spring Valley Chamber of Commerce	Overhead expenses.	40,000
Spring Valley Historical Society (Bancroft Ranch House Museum)	Operating expenses and insurance.	4,000
	<b>Total CE Allocation</b>	<b>\$536,000</b>

Respectfully Submitted,



Dianne Jacob  
Supervisor, Second District



COUNTY OF SAN DIEGO  
BOARD OF SUPERVISORS

**DAVE ROBERTS** 2013 JUN 19 PM 5 12

SUPERVISOR, THIRD DISTRICT  
SAN DIEGO COUNTY BOARD OF SUPERVISORS

THOMAS PASTUSZKA  
CLERK OF BOARD  
OF SUPERVISORS

*Serving the  
communities  
of ...*

*4S Ranch*

*Cardiff-by-the-Sea*

*Carmel  
Mountain*

*Carmel Valley*

*Del Dios*

*Del Mar*

*Del Mar Heights*

*Del Mar Mesa*

*Encinitas*

*Escondido*

*Leucadia*

*Mira Mesa*

*Olivenhain*

*Rancho  
Bernardo*

*Rancho  
Peñasquitos*

*Sabre Springs*

*San Pasqual*

*Scripps Ranch*

*Solana Beach*

*Tierrasanta*

*Torrey Hills*

*Torrey Pines*

*University City*

Date: June 19, 2013

From: Dave Roberts

To: Thomas Pastuszka, Clerk of the Board of Supervisors

Re: FY 2013-2014 Community Enhancement Program Allocations

The attached list is submitted as my recommendations for the allocation of District Three Community Enhancement Program funds for Fiscal Year 2013-2014.

Sincerely,

DAVE ROBERTS  
Supervisor, Third District  
San Diego County Board of Supervisors

<b>Organization Name</b>	<b>Purpose</b>	<b>Allocation</b>
Aguinaldo Foundation	Philippine Festival - Promote tourism and young people's understanding Filipino culture.	\$3,500
American Lung Association of California	Fight for Air Climb - American Lung Association special events in which participants have the opportunity to climb San Diego's tallest building. Support needed for souvenir t-shirts, identification bibs with timing chips and award medals.	\$1,000
ArtHatch	Entertainment - Live entertainment will provide an extra dimension of engagement and enjoyment for our visitors at each monthly opening (12 exhibitions total).	\$1,500
Asian Business Association (ABA)	Lunar New Year Celebration - This event provides an enriching experience that blends the rich Asian heritage of San Diego County with business opportunity. Funds will be used for venue rental and invitations.	\$2,000
Bach Collegium San Diego, Inc.	Bach and Noon, Encinitas - Free lunch-time Bach Cantata Series once a quarter at the Encinitas library.	\$1,500
Bastyr University (Bastyr University California (BUC))	Feeding our Families, Naturally - Host a weekend community event with local farm stands & health-oriented vendors, cooking demonstrations in our teaching kitchen, food production demos in the garden, and lectures on healthy choices, fresh fast food, sustainability, and local food.	\$5,000
Big Sister League Mentor Program	Back to School Picnic - Annual "back to school picnic" for the Little Sisters in order to prepare them for the new school year. Provide all of the mentees with backpacks & school supplies. We also partner with "Positive Adventures" to offer a confidence & team building workshop emphasizing goal setting.	\$1,000
BILY San Diego (BILY)	Marketing - Web-based marketing, website design and maintenance printed brochures and flyers, and other promotional materials to target parents in need of support throughout San Diego county.	\$1,000

Borrego Water Exchange (San Diego Energy District)	Sustained outreach and feasibility study on Community Choice Aggregation (CCA) - Social and other media campaign and production of a monthly newsletter to promote CCA formation in the San Diego region. Funding will be used for web and marketing fees, desktop publishing design fees, and public relations and marketing staff fees.	\$5,000
California Center for the Arts Escondido (The Center)	Performing Arts/Theatre Marketing - Present local, regional and national artists to perform at the Center thereby enhancing awareness, enjoyment and knowledge of families in the County and attracting tourists to the region. (\$12,000) Diverse community events - Nearly 20 free community events each year attracting thousands of people from diverse ethnic, social and economic segments for holidays, monthly performances and outdoor concerts. (\$11,000)	\$23,000
California State Games	2013 California State Games - Statewide amateur sports festival modeled in the Olympic tradition. Competition in 24 sports with over 9,000 athletes.	\$1,500
Cardiff Chamber of Commerce	Dog Days of Summer - Largest dog-centric event in southern California. With over 200 dog related rescue groups and vendors as well as an incredibly popular dog contest. Staging, rentals, sanitation, marketing and security. (\$5,000) Cardiff Surf Classic & Green Beach Fair - 2-day event with an all ages surf contest and exhibit fair of eco-friendly products and services from local businesses, government agencies and non-profits providing education in living a healthy lifestyle. State Park permit fee and marketing. (\$5,000)	\$10,000
Center for Community Solutions (San Diego Domestic Violence; SDVC)	Community outreach and public education awareness events.	\$ 2,000
Coastal Environmental Rights Foundation (CERF)	San Diego Bay Council Management - Meeting organization, increasing communication and coordination among groups, and representative attendance and County agenda review.	\$ 2,000
Committee of One Hundred (TCOH)	Panama-California Exposition Digital Archive - Creation of an online collection of documents and images from the 1915-1916 Panama-California Exposition.	\$ 1,500

CONNECT Foundation	Springboard program - A free program open to technology and life sciences innovation companies. Companies accepted into the program meet with a group of industry experts for up to several months who provide recommendations on financial, marketing, legal and commercialization issues to prove the business model.	\$4,000
Connected Through Kids	North County Foster Family Picnic/Health&Wellness Fair/Community Awareness Day: Bring awareness and promote the individual services of 35+ community organizations, that serve San Diego foster children. The families of 500 North County foster/adoptive children will be invited.	\$3,000
Council of Philippine American Organizations of San Diego County, Inc. (COPAO)	Philippine Faire 2014 - An annual event showcasing the different festivals from the Philippines. A fun-filled day of culture, entertainment and food.	\$2,500
Cygnnet Theatre	Storytelling on the Green - Present live abridged Shakespeare and other classics to San Diego County students and other Old Town San Diego State Park visitors free of charge, six times a week. Festival of New Plays - Workshops, intimate readings and public performances on stage at the Old Town Theatre encouraging the development of new work and culminating in at least four public staged readings. Student Tickets - Provide \$10 tickets student groups, ranging from high school to college programs. Cygnnet Theatre Awareness Campaign - Increase television ad presence, community engagement events and increase presence in community events listings.	\$4,000
Del Mar Foundation	Powerhouse Park Summer Twilight Concert Series - Four free concerts are scheduled June through September with 15,000 people expected.	\$5,000
Del Mar Regional Chamber of Commerce (San Diego Coastal Chamber of Commerce)	Del Mar Chamber of Commerce and Visitors Center Operations. (\$1,200) Legislative Reception - Local residents and business leaders "meet and greet" with elected officials. (\$1,000) Annual Business Expo - A venue for businesses to showcase their business and/or products. (\$800)	\$3,000



Del Mar Village Association (DMVA)	Annual Del Mar Taste and Art Stroll - Road closure, public transportation, public facilities, supplies, equipment, permits, entertainment, marketing outreach and art stroll coordination. Annual Summer Solstice- Restaurant, winery and brewery tastings and silent auction. Supplies, equipment, permits, entertainment, and marketing. Annual Holiday Wonderland and Tree Lighting - Road closure, public transportation, public facilities, supplies, equipment, permits, entertainment, activities and marketing.	\$10,000
Diversionsary Theatre Productions, Inc. (Diversionsary Theatre)	Affinity Nights @ Diversionsary - In partnership with other Uptown area restaurant and nightlife establishments we have created a series of events in conjunction with main stage productions. For FY14, four target communities: Women, Straight Allies of the LGBT Community, "Non-theatre" people, and Youth.	\$5,000
DMAT San Diego CA-4 (The San Diego Disaster Medical Assistance Team)	Disaster preparedness Planning for Individuals and Families - Make available in public forums, subject matter experts to deliver presentations on personal and family member disaster planning, in SD County District 3.	\$1,500
Downtown Encinitas Mainstreet Association (DEMA)	Wellness Week - Week-long program of events and special offers designed to engage the public in learning about and experiencing ways to improve their physical, mental and spiritual well-being.	\$3,000
Elder Law & Advocacy (Progressive Social Services Systems Technology)	Senior Shield - Provide education and legal assistance to seniors to 1) protect them from abuse by family, caregivers, strangers, and 2) help them avoid falling victim to Medicare fraud, which can lead to denial of future claims critical to their health and well-being.	\$2,000
Encinitas Chamber of Commerce (formerly Encinitas North Coast Chamber of Commerce)	18th Annual Oktoberfest - Planning, management, staffing and promotion which attracts over 30,000 guests.	\$5,000

Equinox Center	Inaugural Quality of Life Champion Awards Luncheon/Dinner Event Expenses - Venue cost (including meals), audio/visual, decorations, and event planner consultant fees.	\$2,500
Escondido Arts Partnership (EAP; Escondido Municipal Gallery)	sm{ART} Fridays in School and Community sm(ART) Festival - In partnership with Escondido Alliance for Arts Education and CAAE, this program puts artists in schools to provide arts education in under served communities. Culminates in citywide arts festival including display of elementary, middle, and high school art work in the Municipal Gallery, CCAE and Grape Day park.	\$3,000
Escondido Chamber of Commerce	"The Advocate" business newsletter - To communicate the Chamber's position and economic development efforts to the members and community. As the Chamber continues its role of being the "Voice of Business", attention is given to political and economic issues affecting our community which need to be presented and examined. (\$1,400) Lunch and Learn Business Development Forums - Monthly Forums serve as a way for the Chamber to inform our members and the public on key political, economic and business issues that are affecting the city and region. (\$3,600) Street Faires - Twice-annual street faires attract 80,000 attendees and provide a venue for businesses, political action and economic development opportunities. (\$5,000)	\$10,000
Escondido History Center	Grape Day Festival and Parade free community celebration with roots back to 1908. Free grapes, grape stomping, entertainment, demonstrations, contests, fun zone, museum tours and more included.	\$5,000
Escondido Kiwanis Club (Kiwanis Club of Escondido Foundation)	Trash cans, volunteers supplied to monitor trash pickup, and quarterly "clean up days" to keep the area surrounding the Escondido Creek "trash free."	\$1,500
Finest City Performing Arts, Inc. (San Diego Gay Men's Chorus)	2013-2014 Main Stage Concerts.	\$2,500
Firefighters Advisory Council to the Burn Institute	FIRE EXPO/Firefighter Demolition Derby - Providing public safety information and fire and burn prevention education such as wildlife preparation materials and free smoke alarms to the people of San Diego County.	\$2,500

First Friday Music Club, Inc.	Peter Sprague Plays Jimi Hendrix - Free concert of Jimi Hendrix's greatest hits by Jazz guitarist Peter Sprague. The Peter Sprague String Consort Plays Dr. Einstein's Spin - Peter's award winning group, The Peter Sprague String Consort is a unique group consisting of a classical string quartet teaming up with a jazz trio. Peter and the Kids! - Peter Sprague and bassist Glen Fisher lead a group of young jazz kids for a daytime performance. Peter Sprague Plays Stevie Wonder - Peter and his group present a unique jazz angle on Stevie's greatest songs. A mash-up of Motown and jazz. Peter Sprague Plays Cream.	\$2,500
Flying Leatherneck Historical Foundation (Flying Leathernecks)	Advertising - Conduct a regional advertising campaign that not only tells the story of the heroic achievements of Marine Corps aircrew and the Marines that maintained their aircraft, but also focuses on educating the public at large on the attributes of honor, courage, and commitment.	\$2,000
Food & Beverage Association of San Diego County	Responsible Alcohol Beverage Server (RABS) Training tool for all businesses who serve alcohol beverages.	\$2,000
Friends of the Cardiff-by-the-Sea Library	Mad Science Mission for Nutrition - Explores the science behind how the body uses fruits, vegetables, grains, and fats to give energy for activities. Includes "Shake up some fun" to show how the body breaks down oils. (\$230) Stacy Wein Literature Comes to Life - Brings literature to life with an interactive storytime with costumes, songs, and imagination. (\$275) Wild Wonders - Participants learn about the wacky wonderful world of wildlife and how what they eat helps them survive. (\$295) Hullabaloo - A celebration of the completion of the Summer Reading Program with musical activities combining counting, singing, and dancing. (\$400) Amazing Dana the Magician - Magician and comedic entertainer promotes reading and fun for our summer reading program. (\$195)	\$1,395

Full Access & Coordinated Transportation, Inc. (FACT)	Host a Travel Connections information event in District 3 for an estimated 50-75 attendees. This event will provide an opportunity for the public to learn about the Travel Connections program and FACT services. Veterans Mobility Training Program - A professional training program for 3 staff members to become veterans mobility specialists who are well-versed in transportation and other social services available for military veterans and their families visiting or residing in San Diego.	\$2,000
Greater San Diego Chamber of Commerce (San Diego Regional Chamber of Commerce; San Diego Chamber of Commerce)	Economic Research Bureau (ERB) and Regional Economic Reports - Provide topical regional economic analyses educating and promoting San Diego County and its business base. Continue to provide a San Diego Small Business Survey that provides a statistically significant snapshot of what small businesses think about their current and future economic outlook.	\$4,000
I Love A Clean San Diego	Coastal Cleanup Day 2013 - Statewide initiative coordinated in San Diego County by I Love A Clean San Diego. This one-day effort engages 7,500 residents countywide to restore and protect San Diego's vital beaches, bays, creeks, canyons, parks and other outdoor areas. Creek to Bay Cleanup 2014 - The Creek to Bay Cleanup provides San Diegans with an opportunity to work in collaboration with other members of the community to improve the health of the local environment through cleanups, beautification projects and general park maintenance activities. This event engages 6,000 community members annually. Community Cleanups - ILACSD coordinates monthly cleanup events on the coast as well as in local creek beds, canyons, open space parks and everywhere in between. Volunteers of all ages are invited to participate in these cleanups, which help to supplement the countywide cleanup efforts listed above.	\$2,500

Intrepid Shakespeare Company	Production Costs for "A Midsummer Night's Dream". \$10,500 will be used for Artist fees, \$2100 for costumes, \$1900 for scenery and props Marketing for "A Midsummer Night's Dream" - \$500 to print programs; \$189 to create a banner to be displayed at the event site; \$2411 to print and distribute flyers. Promoting and marketing a series of 6 Theatre Summer Camp offerings as part of the expanded Summer Arts Festival.	\$2,500
Italian American Art and Cultural Association of San Diego (San Diego Italian Film Festival)	North County Italian Film Festival - A mini-festival of recent & popular Italian films to extend audience into new area to take place in July, 2013 screening 3 films with introductions by Italian experts. Funds help fund theater rental, film and equipment rental, and marketing costs.	\$2,000
Japan Society of San Diego and Tijuana	Japanese Academic and Cultural Proficiency Competition (J-CAP) - A full day of activities that are competitive and fun to motivate and reward San Diego County high school students at various levels of Japanese language study.	\$1,000
Jewish Family Service of San Diego (Jewish Family Service or JFS)	Foodmobile Program of Jewish Family Service of San Diego (JFS) - Provide daily, hot, nutritious, home-delivered meals to homebound older adults and younger disabled adults. Volunteers are also trained to conduct safety and wellness checks and report any concerns back to JFS's professional and caring staff.	\$2,000
La Colonia de Eden Gardens	Arena YMCA Soccer Team - Team jerseys, equipment, drinks, snacks and end of the season awards luncheon.	\$2,500
La Jolla Music Society	SummerFest 2013 - chamber music festival from July 31-Aug. 23, 2013, enhances the cultural life of San Diego with three and a half weeks of concerts, workshops, master classes, and engagement events with acclaimed musicians, composers, and scholars from around the world. 45th Anniversary Season - Performances by Yo-Yo Ma, Wynton Marsalis, Joshua Bell, Audra McDonald, Patti LuPone, St. Petersburg Orchestra, Boston Pop Orchestra, Alonzo King LINES Ballet, and Cedar Lake Ballet.	\$5,000

La Jolla Symphony & Chorus Association	2013-2014 Concert Series: Choral Director 40th Anniversary Season - Facilities fees, brochure printing, event advertising for six-concert classical music series (12 performances).	\$5,000
Lambda Archives of San Diego (LASD)	Year-round Exhibit Program - Mounting 3-4 new exhibits per year. Assemblage of exhibits, supervising students and volunteers, training museum docents, additional hours open to the public, planning opening events, refreshments, and invitation design and mailing costs, and creation of a pamphlet for each exhibit.	\$2,500
Leucadia-Encinitas Hwy 101 Mainstreet Association (Leucadia 101 MainStreet Association)	LeucadiART Walk - Free special art event held in August every year with approximately 100 local artists, who pay entrance fees, exhibiting their work along Hwy 101 in Leucadia. Live music and art activities for children are also planned.	\$5,000
Library Association of La Jolla (Athenaeum Music & Arts Library)	Athenaeum Music Concerts - The Athenaeum presents approximately 41 classical, jazz, new music, and acoustic concerts throughout the year in four different venues. When available, the Athenaeum provides student rush tickets to select concerts. The Athenaeum Music & Arts in Education Outreach Program - The Athenaeum provides a free music and art outreach program to underserved schools in San Diego county. The series consists of ten programs: six music education presentations and four visual arts presentations for grades K-12. All the presentations meet California Dept. of Visual and Performing Arts standards.	\$2,500

Mainly Mozart, Inc. (Mainly Mozart Festival)	<p>Mainly Mozart Festival - Artists/production costs for May/June celebration featuring the all-star Mainly Mozart Festival Orchestra, world-class chamber music county-wide, free community concerts and open rehearsals, youth programming, lectures, collaborations and dynamic new international artistic leadership team.</p> <p>Chamber Music - Spotlight Series and Festival Chamber Players - World-class chamber musicians perform works of Mozart and the Masters January through June in intimate settings. Interactive receptions precede each intermission-free concert. Each concert finishes with lively artist talk-back.</p> <p>Mozart &amp; the Mind: Exploring the Music-Brain Effect - Ground-breaking series showcases music-brain researchers with musicians in audience-interactive explorations of music's effects on cognitive function. Series features performances, scientific discourse, exhibitions, and partnerships with social service agencies serving Alzheimer's, ADHD, Parkinson's, autism, etc.</p> <p>Music Education-Living Composers and Mainly Mozart Young Artists Symphony Mentorship - In-school program "Living Composers" performed in all five districts and serving 20,000+ children K-12 with interactive programs, in-school concerts, pre- &amp; post-visit educational materials, and teacher training. Mentoring, coaching, performance opportunities, and administrative support.</p> <p>Evolution - Celebrating Today's Musical Innovators - Three-week June series featuring classically-inspired jazz and world music, featuring international artists. One concert in collaboration with Mexican Consulate. Significant outreach designed for children/young adults on the autism spectrum, including three concerts at Vista Hill's Stein Educational Center.</p>	\$25,000
Malashock Dance and Company	<p>Education Outreach Program: Math in Motion - Math in Motion incorporates multidimensional learning strategies that facilitate students' scholastic success. By adding a physical element to the exploration of math concepts, the program increases students' mastery of skills, especially for those who have not had success in a sedentary classroom setting.</p>	\$2,500

Media Arts Center San Diego (San Diego Latino Film Festival)	21st Annual San Diego Latino Film Festival 2014 - Over 180 films, documentaries, and videos showcasing the finest in Latino filmmaking and cinematography. Latino art exhibits, musical performances, filmmaker workshops, student events, and family-oriented film screenings.	\$2,500
Mira Mesa Theatre Guild, Inc.	Mira Mesa Monster Manor - Southern California's largest all-volunteer haunted attraction. The award-winning Monster Manor brought people from all over the city to Mira Mesa to enjoy the unique Halloween attraction. Lite Frite - Attraction geared towards family with young children who want the Halloween experience without the fright.	\$3,000
Mira Mesa Town Council	Mira Mesa 4th of July Parade - 39th annual Mira Mesa 4th of July parade processes down Mira Mesa Blvd from Greenford to the Mira Mesa Community Park. 4th of July Community Stage - Music, dancing, and other entertainment presented primarily by Mira Mesa residents. 4th of July Kids Zone - Provides old-fashioned entertainment for those 12 and under. Carnival games, sack races, and puppet shows.	\$7,500
MiraCosta College Foundation	Compensation for Free Business Consulting at the Small Business Development Center - Accounting, finance, loans, procurement, marketing, sales, human resources, international trade and internet marketing.	\$2,500
Mission Trails Regional Park Foundation, Inc. (MTRP Foundation, Inc.)	Working with a marketing/public relations consultant to promote Mission Trails Regional Park with special emphasis on the annual Explore Mission Trails Day which connects children with nature.	\$2,500



Mojalet Dance Collective	Summer Series at The Vine - Series of 9 weekend performances involving 13 different choreographers and over 50 performers. Includes low-cost, indoor performances and three free outdoor performances in the courtyard, offering patrons new perspectives from different companies and artists as they present their work in a professional setting. A Blast From the Past - An historical journey through history (1900-1970) reflected through song, dance, and multi-media. Students from Orange Glen High School in Escondido will engage in educational research exploring details of pop culture through the decades, culminating in a joint performance with both students and professionals.	\$3,500
Museum of Contemporary Art San Diego	Youth Education and Outreach Programs - Extended School Partnerships that empower teachers to include Museum shows in their curriculum; Teen Advisory Group, bringing teens to MCASD to explore art and create activities for teens; and TNT, a popular evening event showcasing art, music and performance art.	\$5,000
Museum of Photographic Arts (MoPA)	30th Anniversary Exhibition Season - 7-8 exhibitions, including: "Staking Claim: A California Invitational", featuring 16 contemporary California photographers, "My City: Annual Youth Exhibition" showcasing artwork by K-12 students, and "Power," illuminating pressing social and environmental challenges.	\$1,205
New Children's Museum (formerly Children's Museum of San Diego)	FEAST! The Art of Playing With Your Food - October 2013 and run through September 2014. FEAST! will feature original works of art from local and nationally recognized artists, and provide hands on programming and curriculum development.	\$2,500

North Coast Repertory Theater	Marketing Initiative - Quality Printing - Upgrade to full-color Brochures and Production programs and increase number of pages available for recognition for our business partnerships and sponsors. Economic Circulation - Increase circulation of marketing materials from 25,000 households to 50,000 households to drive more business to into North County and into our community from the Greater San Diego area. Design of evacuation of marketing tools.	\$25,000
North County Lesbian, Gay, Bisexual, Transgender and Questioning Resource Center (North County LGBTQ Resource Center)	Pride at the Beach - Community event that includes business and non-profit vendor booths, food and entertainment. Stage rental and performers, advertising material, permits and insurance, and vendor accommodations.	\$2,500
NTC Foundation	Marketing/Visitor Promotion - Support promotional banners, You Are Here Posters, Friday Night Liberty FREE open art studios and performances, and Resident Group Promotions to encourage more San Diego County residents and visitors to come to the 15 buildings at the NTC Arts and Cultural District at Liberty Station.	\$2,500
Oceanside Museum of Art (OMA)	Four Oceanside Museum of Art exhibitions in conjunction with local artists and artist member organizations in Cardiff By The Sea, Carmel Mountain, Del Mar, Del Mar Heights, Encinitas, Escondido and Leucadia to present four (4) group art exhibitions of local district 4 talent at Southfaire, Del Mar.	\$2,500
Old Globe Theatre (The Old Globe)	Professional Theatre Productions - Produce 15 professional theatre productions annually in The Old Globe's three Balboa Park theatres. The 2013 schedule includes 553 public performances; 8 free student matinees; and one Sensory Friendly performance (DR. SEUSS' HOW THE GRINCH STOLE CHRISTMAS!) for children on the autism spectrum and their families. Education and Community Programs - Offer year-round educational activities for children and adults, including a free student matinee program for middle and high school students, the Grinch Children's Initiatives, the Shakespeare Initiatives, The Old Globe Residency Project, seminars, workshops, lectures and other programs.	\$10,000

Pacific Arts Movement (Formally San Diego Asian Film Foundation)	14th Annual San Diego Asian Film Festival - November 7-15, 2013 with over 150 films from over 20 countries to more than 20,000 attendees including 100+ community partners. Equipment, facility, and film rentals as well as marketing costs. 2013 Spring Showcase - Intimate showcase of Asian and Asian American films held April 18-25, 2013. A dozen films from the Pan Asian region are presented to an audience of about 5,000 in the newly acquired Digiplex Theater in Mission Valley. Film rental fees and facility rental costs. Drive-By Cinema - Experimental mobile cinema project to engage low-income and under-served communities throughout San Diego County. The project will target 10 neighborhoods throughout the County over the next two years with a minimum of two Drive-By Cinema screenings a month.	\$5,000
Poway Center for the Performing Arts Foundation (POW! Foundation)	Arts in Education Initiative - Funds would help support the \$50,000 budget for collaborative program serving 3,000 children and youth in grades K-12, including Master Classes with professional performers; Missoula Children's Theatre week-long theatre-camp; and Introduction to Instruments, mitigating state art budget cuts to public schools. Marketing and printing materials for 2013-2014 season.	\$2,000
Project Wildlife	Connecting Communities through Outreach and Public Educational Awareness - As the premier wildlife rehabilitation resource for SD County, PW works with purpose and passion to improve the quality of life for residents and visitors to SD through the enhanced accessibility to programs and information and services committed to the sustainability of wildlife populations and conservation.	\$2,500
Raga Rasa	Raga Rasa in collaboration with CRY America (Children's Rights and You) under the above theme seeks to engage in an outreach program reaching out to all parts of the community to create a dialogue around music, education and children, the role of Music and its importance. Activity 1-Oak Crest Middle School.	\$1,500

Rancho Penasquitos Little League (RPLL)	San Diego District 32 Tournament of Champions. RPLL Lithuania Baseball Tournament.	\$3,000
Rancho de los Penasquitos Town Council	Fiesta de los Penasquitos - Annual community event rich in cultural diversity that enhances the quality of life for the residents of Rancho Penasquitos and its visitors.	\$7,500
Reuben H. Fleet Science Center (San Diego Space & Science Foundation)	GITAR: The Instrument that Rocked the World - A fully immersive traveling exhibition that explores all facets of the world's most popular instrument, from its history as an instrument of popular culture over the past 400 hundreds years to the science of creating sound with wood and steel.	\$5,000
SAMAHAN Filipino American Performing Arts & Education Center (formerly SAMAHAN Philippine Dance Company)	29th Philippine Cultural Arts Festival - Free family oriented event showcasing the Filipino's performing arts performed by students and adults from Fil Am community of San Diego.	\$3,000
San Diego Archaeological Center	Fort Guijarros Public Exhibit - Create an exhibit using curated archaeological artifacts and interpretive panels to enhance public awareness of this important landmark in San Diego County: Fort Guijarros.	\$2,000
San Diego Bowl Game Association (Pacific Life Holiday Bowl)	NCAA post season college football games.	\$3,000
San Diego Center for Jewish Culture	Contract a press agent to help secure key press - especially outside of our market - in order to increase local and out-of-town attendance and increase our already prominent local, regional and national notoriety.	\$1,500

San Diego Children's Choir (SDCC)	Marketing materials to promote the spring performance at Copley Symphony Hall, licensing rights for music performance and synchronization, and rent for our standards-based choral music education through weekly rehearsals and professional performances. Marketing materials to recruit choristers for the 7 site program serving 150+ children qualifying for free and reduced lunch programs. Program is standards-based and held after school at recreation centers in Section 8 housing. Serving Chollas View, Nestor, City Heights, National City, Escondido, Vista and Oceanside. Facility rental, marketing materials and licensing rights for music performance and synchronization for the holiday performance featuring all 300+ choristers of the San Diego Children's Choir. Purchase of sheet music for the 300+ choristers of SDCC. Music library maintenance.	\$1,500
San Diego Coastkeeper (San Diego Baykeeper; Baykeeper)	"Clear Blue" Day at the Beach - Offer visitors and residents an opportunity to come to one of our coastal parks, enjoy a day of recreation and camaraderie and learn about how individuals can conserve this resource. Countywide Beach Cleanup Program - Over a dozen community events to remove trash from our waterways to protect swimmers from the bacteria it generates and preserve the beautiful aesthetic of a pristine beach that our restaurants, hotels and other tourism businesses depend upon.	\$1,500
San Diego Convention & Visitors Bureau	International Market Development - Build China and Asia Pacific market through marketing programs. San Diego Film Commission - Actively work to make San Diego County the film production destination of choice and build on the 400 productions currently produced. Market San Diego competitively to the film industry.	\$4,000
San Diego County Bicycle Coalition	San Diego County Bicycle Coalition Bike Local Program - Development and expansion of SDCBC's Bike Local program in San Diego County.	\$1,500

<p>San Diego Dance Theater (Jean Isaacs Dance Theater)</p>	<p>Trolley Dances - 15th Anniversary Presentation - 28 performances for k-12 as well as general audiences. Serving 3,000+ patrons with 6 world premiere, site-specific dances created along the MTS trolley line. Aging Creatively through Dance - 3 weekly classes in Point Loma and Encinitas, with new class in Chula Vista. Serving 60 seniors per week. These students ages 60-85 join professional dancers on-stage and on film for intergenerational performances. Cabaret Dance San Diego Dance Theater Professional Company Winter Performance - Now in its 11th season, these light dances combine humor, food and beverages, and live music with a decidedly jaunty flavor. Young Choreographers Showcase and Prize - A dozen dance makers selected from a larger pool vie for \$5,000 in prizes in a live, on-stage choreography competition. Ages 18-35 these winners are chosen by local experts in the dance field along with audience members.</p>	<p>\$9,500</p>
<p>San Diego Food Bank Corporation (San Diego Food Bank)</p>	<p>Jacobs &amp; Cushman San Diego Food Bank's San Diego Blues Festival Sponsorship - The 3rd annual one-day, family friendly benefit for the Food Bank. Festival includes national and local blues acts, as well as merchandise and ethnic food vendors. Proceeds and canned food donations from 6,000 participants go to the Food Bank.</p>	<p>\$2,400</p>

San Diego Foundation for Change (Foundation for Change)	East Meets West Celebration - This cultural celebration will introduce San Diegans to our region's diverse Asian and Pacific Islander communities. All proceeds will be distributed by API community leaders to community-based organizations promoting grassroots API civic engagement.	\$5,000
San Diego Master Chorale (SDMC)	Collaborative Concerts - Two collaborative concerts next year uniting our interests and goals of high quality singing and furthering music education for young people in the San Diego area. Joint concert with San Diego Youth Symphony and with Presidio Brass both of which will have music education components. Cabaret Night at the Garden Club - SDMC will provide entertainment, hors d'oeuvres and desserts to include small groups and solos, live piano and instrument combo in a cabaret style evening at Rancho Santa Fe Garden Club. This will be an outreach effort to our North County patrons where we do not often perform. Singers Volunteer.	\$3,000
San Diego Museum Council	Museum Month, celebrating 25 years in 2014, promotes San Diego County museums and makes museum-going more accessible by offering a half-price admission to more than 40 museums throughout February 2014.	\$1,500
San Diego Museum of Art	Exhibitions - The San Diego Museum of Art presents a variety of exhibitions, including temporary exhibits that bring a wide range of art otherwise unavailable to this community, and exhibits created from its permanent collection.	\$1,000
San Diego Museum of Man	Marketing - Design, printing, installation and postage costs associated with marketing for SDMoM's exhibits, membership, public programs, and events in FY2014.	\$1,000

San Diego North Chamber of Commerce (formerly Rancho Bernardo Chamber of Commerce)	<p>5th Annual San Diego Women's Week - San Diego Women's Week is an empowerment conference for the women of San Diego County that will host speakers, luncheons, networking and more. 2nd Annual Business Salute to Police and Public Safety Luncheon - This event will honor North County Police and Public Safety workers. Awards will be given to each division as a way for businesses to thank Officers for keeping our communities safe. 26th Annual RB Alive Expo - RB Alive! is a street expo that brings over 300 businesses and 55,000 consumers to the streets of Rancho Bernardo. Celebration of Business - The annual dinner recognizes outstanding businesses in the community with the Business Achievement Awards. The County name would be on awards given. Shop Local Campaign - A new campaign focused on San Diegans shopping locally. Businesses who participate would receive a sign to place in their business window.</p>	\$15,000
San Diego North Economic Development Council (San Diego North EDC; North County Economic Development Council)	Economic Development Activities District 3 - Regional activities that support the growth of the North County economy and enhancement of its quality of life. These activities include venue and marketing cost, promotion material, salaries, consulting and accounting fees and general operating expenses.	\$10,000



San Diego Opera Association (San Diego Opera)	<p>Education and Outreach Program - Operation: Opera, a comprehensive music education/outreach initiative comprising 10 unique programs serving all ages, with an emphasis on students in grades K-12 from all over San Diego County. This effort reaches 60,000 San Diegans annually. Radio, TV and online programs reach another 200,000. Production of Four Grand Operas and The Verdi Requiem - San Diego Opera will produce four grand opera productions, and one evening of the Verdi Requiem for an audience of up to 50,000 citizens from throughout the County, as well as visitors to San Diego.</p>	\$30,000
San Diego Performing Arts League (SDPAL, the League)	<p>Region-wide Centralization Project for Performing Arts Organizations in San Diego County - Develop a centralized on-line performing arts calendar and schedule periodic meetings to discuss region-wide arts and theater issues. Additional project elements would include resource sharing among theaters, audition postings, job postings, theaters available for rent, and listings of rehearsal spaces.</p> <p>Arts Tix and Information Services - Support Arts Tix services, including providing visitor information and selling tickets for tourist attractions and performing arts events to both visitors and County residents. Salaries, marketing expenses, vendor fees, and website fees. These services support many theaters and attractions.</p> <p>San Diego Performing Arts League Development Campaign - Support major efforts to increase private donations through increased marketing, visibility and outreach in order to allow SDPAL to provide cooperative marketing and other services to local performing arts groups. Funds will be used to pay consulting fees and expenses related to developing new income sources.</p> <p>Arts Tix Box Office/Information Booth Relocation - The Arts Tix Box Office will be moving to the new Horton Plaza Park in 2014, and taking on an</p>	\$5,000

	<p>enhanced role as a Visitor Information Center. Funds will be used for moving expenses and costs related to furnishing and equipping the new location to house Arts Tix ticket and visitor information services.</p> <p>Star Awards Volunteer Recognition Program - Recognize and honor volunteers. Venue rental, production costs, and costs to print the commemorative program.</p>	
San Diego Regional Economic Development Corporation	<p>Operation San Diego - EDC has organized a comprehensive strategy that supports our region's interest through the series of federal budget cuts affecting local innovation and military jobs. Implement a plan of defined priorities with the private sector and City of San Diego sharing burden of costs. Global San Diego - Export Initiative - EDC is leading a regional export initiative in partnership with the Brookings Institution and regional partners which includes the development of an export market assessment and the creation of an international business plan.</p>	\$4,000

<p>San Diego Second Chance Program (Second Chance (STRIVE))</p>	<p>STRIVE/Job Readiness Training Program - Provide job readiness training, employment placement assistance, mental health support and long-term case management for homeless and other chronically unemployed adults and youth.</p>	<p>\$1,500</p>
---	---	----------------

San Diego Society of Natural History (San Diego Natural History Museum)	Mammoths & Mastodons: Titans of Ice Age Exhibition - Underwrite exhibit rental fees, including artifacts, cases, mounts, media equipment, educational kits, software and video content, text panels, electronic photographic images, security devices and other durable items produced and purchased for the exhibition. Real Pirates - The Untold Story of the Whydah: From Slave Ship to Pirate Ship - Underwrite exhibit rental fees, including artifacts, cases, mounts, media equipment, educational kits, software and video content, text panels, electronic photographic images, security devices and other durable items produced and purchased for the exhibition.	\$2,500
San Diego Symphony Orchestra Association	Performances - SDS offers audiences a range of concert experiences, including: Jacobs' Masterworks series, presenting traditional classical repertoire; Summer and Winter Pops; Young People's Concerts; holiday programs; Family Festival series of family-friendly concerts. Music Education and Community Engagement - Kinder Konzerts (in the community); in-school residencies; coaching; master classes in schools; free public concerts, including concert in Balboa Park.	\$15,000
San Diego Young Artists Symphony Orchestra (YAS)	Children of Special Need - Appropriate needs-based scholarships, staff support, or instrument lending to 12 children. (\$1,500) Concert hall rentals. (\$3,000)	\$4,500

San Dieguito Heritage Museum, Inc.	5th annual Lima Bean Faire and Cook-off expenses. Marketing, advertising, printing, mailing services, environmental services, cook-off supplies.	\$5,000
San Elijo Lagoon Conservancy (SELC)	Education Program - Bussing for 600 Title 1 students (4th & 5th grades) from Central and Lincoln elementary schools in Escondido, print 100 Teacher Guides, and provide critical maintenance for the education website.	\$5,000
Scripps Mesa Fireworks (SMF)	4th of July Security and Clean-up - For the evening show, security personnel are required and will ensure safety of the area, workers, and viewing participants. We must also provide for the clean up of fallen debris and trash left behind by visitors.	\$3,000
Scripps Ranch Civic Association (SRCA)	Scripps Ranch 4th of July Parade - 43rd annual hometown parade with 150 parade entrants of community organizations, residents, dignitaries, color guards, police and fire. Free ice cream social in the park with food trucks and a DJ for games. (\$7,500) 10th Anniversary of 2003 Cedar Fire - Month long series of events for Fire Prevention Month in October. "Meet the Police/Fire Chief" night sponsored by the SRCA Neighborhood Watch, photo gallery and presentations by UT photographers, community service day (fire prevention) and anniversary dinner and volunteer recognition. (\$2,000)	\$9,500
Scripps Ranch Theatre	Out On A Limb - New Plays from America's Finest City Create and stage new plays that spring from stories of San Diego and its people.	\$2,500

Solana Beach Chamber of Commerce	Tourism Marketing.- Develop a branding concept that captures the essence of Solana Beach as well as brochures which describe all the resources available in Solana Beach and surrounding areas that would be of interest to tourists living in areas such as Orange County, Los Angeles County, the Las Vegas Valley and Arizona areas.	\$10,000
Southern Regional Resource Center (Southern Caregiver Resource Center)	Wounded Warrior Family Caregiver Outreach Program - Communications - Communications consist of procuring a media/marketing consultant, Community Advisory Committee meetings, developing ads and collateral outreach material for print/electronic media, creating a special website page/maintenance, printing, production of special edition newsletter, social media and press releases, etc.	\$1,500
Spirit of the Fourth, Inc.	Program printing and distribution. Giveaways, prizes, and materials for the community fair & children's activities. Parade contest ribbons and awards.	\$9,500
Straight from the Heart, Inc. (North San Diego County Foster Parents Association)	Aid the county of San Diego in retention and recruitment of licensed foster and adoptive families by providing support and advocacy to foster children, relative and former foster children and their caregivers. Operate training facilities to meet the needs of the caregivers for training and education.	\$2,500
Surfrider Foundation (San Diego Surfrider Foundation)	Beach Cleanup Program - Keep San Diego County's marine and coastal ecosystems clean and healthy. Program also serves as a research and educational tool to engage local citizens and tourists, to help them become stewards for our oceans, waves and beaches.	\$2,500

Sustainable Surplus Exchange	Bridging Commerce and the Community via Sustainability - Sustainable Surplus facilitates the donation of surplus assets from businesses and repurposes those assets back into the community, especially schools and nonprofits, for use. We practice, educate, and build awareness of sustainability, as well as reduce the carbon footprint of waste by diverting it from landfill.	\$2,500
Theatre & Arts Foundation of San Diego County (La Jolla Playhouse)	Targeted Marketing for Re-Imagined Musical SIDE SHOW.	\$15,000
Tierrasanta Community Council	Production and promotion of the Concerts in the Park Series in Tierrasanta.	\$5,000
Tierrasanta Foundation	3rd annual 5K Run and Walk. 5th "Taste" event.	\$5,000
Vietnamese American Youth Alliance (Vietnamese Youth Alliance of San Diego)	San Diego Tet Festival - Three-day celebration of the Vietnamese New Year.	\$3,000
Villa Musica	Music Instruction and Programs - Programs for youth, families, and seniors, including music instruction, group classes, summer camps, in-school music education, and specialized programs (e.g. Creative Aging, for seniors, and Rhythms for Life, a family drumming class for military families).	\$2,500
Voices for Children, Inc.	Informational Video: Voices for Children - Develop, film, and edit a 10-minute professional video to be used for volunteer recruitment, court tours, and community and education presentations.	\$2,500
WalkSanDiego	Design, develop, publish (online), and print 30 - 40 walking maps in cities around the County. Maps will have themes such as garden walk, brew pub walk, ice cream parlor walk, etc., tied to local amenities. They will be available free in print, online for downloading, or as interactive maps on smart phones.	\$1,500

Westwind Brass, Inc.	Public Concert and Educational Outreach Programs - 8 educational performances to 4 sites in District 3.	\$2,000
Women's History Reclamation Project, Inc. (Women's History Museum & Educational Center)	A Shout Out! For San Diego's Military Women - A Permanent Exhibition - To be installed in the foyer of Historic Barracks 16 at NTC Liberty Station to honor San Diego women who served our country beginning in the mid-1800s.	\$2,500
Young Audiences of San Diego	Military Arts Nights and Family Arts Nights – District 3 - Young Audiences and Lincoln Military Housing have brought monthly family arts activities to the military housing complex in Murphy Canyon since 2009, serving over 100 per month.	\$5,000





COUNTY OF SAN DIEGO  
BOARD OF SUPERVISORS

**RON ROBERTS**

SUPERVISOR, FOURTH DISTRICT  
SAN DIEGO COUNTY BOARD OF SUPERVISORS

2013 JUN 19 PM 3 58

THOMAS J. PASTUSKA  
CLERK OF THE BOARD  
OF SUPERVISORS

**DATE:** June 19, 2013

**TO:** THOMAS PASTUSKA, Clerk of the Board of Supervisors

**SUBJECT:** COMMUNITY ENHANCEMENT ALLOCATIONS

**SUMMARY:** The following is submitted as the Fourth District allocations for County Enhancement Funds:

Organization Name	Purpose	Allocation
56th Annual La Jolla Christmas Parade & Holiday Festival (LJTC Parade Foundation)	Parade - No-cost community event that includes entrants of all nationalities and religions from all over San Diego providing a venue to showcase their talents as they perform down the parade route. Local media (i.e. Village News & La Jolla Light) provide publicity throughout County. Festival - No-cost community event that educates area children in art, music, marine and equestrian husbandry, surfing, San Diego history and world cultures.	4,000
Adams Avenue Business Association, Inc.	32 Annual Adams Avenue Street Fair - Southern California's largest free music festival spread across 8 city blocks. Features 7 outdoor stages, over 100 performances, 350 food and arts/craft vendors, and a large carnival. One of San Diego's largest civic gatherings with est. attendance of 120,000. Adams Avenue Unplugged - Acoustic music festival, formerly known as Adams Avenue Roots Festival, 22 stages located in business districts' restaurants, bars and coffeehouses, 4 outdoor stages, and over 150 performances. Event venue stretches the 2.5 mile length of Adams Avenue.	5,000

<p>Alumni Assoc of the Wm J. Oakes Boys &amp; Girls Club (San Diego Soap Box Derby)</p>	<p>Provide scholarships to High School Seniors of low income families. Awards Night Presentation - Provide 48 awards in the categories of: Crafts, Arts, Leadership, Citizenship, and Mentoring to deserving members of the William J. Oakes Boys and Girls Club. Pizza Night - A "back to school" event for the members and families of the William J. Oakes Boys and Girls Club. Soap Box Derby - Provide funding for licensing, insurance, permits, and equipment rental for the annual Soap Box Derby. Annual Pancake Breakfast - Provide funding to purchase supplies, tickets, flyers, and printing for our major fund raising event of the year.</p>	<p>2,000</p>
<p>America's Finest City Dixieland Jazz Society (AFCDJS)</p>	<p>Annual San Diego Jazz Festival - 34th Annual festival, five days over the Thanksgiving holiday weekend Nov 27-Dec 1, 2013. Features over 25 national, regional &amp; local traditional jazz groups; includes dance, vocal &amp; youth band performances; offers music, dancing, dance clinics and jam sessions. Discount prices for youth, student &amp; military. Youth and Education Programs - Financial support for San Diego schools, financial support for tuition, travel &amp; other expenses for High School bands and individual youth musicians attending music festivals and jazz camps. Monthly two-hour jazz workshops at no charge that are open to all ages. Annual San Diego Adult Traditional Jazz Camp - 3-day event attended by 60-80 amateur musicians from across the U.S. Professional instructors provide group instruction and ensemble experience with focus on Traditional Jazz. Seven-piece student bands perform in concert on the final day.</p>	<p>1,500</p>
<p>American Lung Association</p>	<p>Fight for Air Climb - American Lung Association special events in which participants have the opportunity to climb San Diego's tallest building. Support needed for souvenir t-shirts, identification bibs with timing chips and award medals.</p>	<p>3,000</p>

Asian Business Association (ABA)	Website update - Funds would allow ABA to provide programs and resources, events, etc. while adding features to benefit members. Lunar New Year Celebration - This event provides an enriching experience that blends the rich Asian heritage of San Diego County with business opportunity. Funds will be used for venue rental and invitations.	5,000
BIOCOM Institute	Expo Day at Petco Park - Free event with over 125 hands on activities from community groups such as: College organizations, government agencies, K12 groups, non-profits, professional associations and corporate sponsors.	2,500
California State Games	2013 California State Games - Statewide amateur sports festival modeled in the Olympic tradition. Competition in 24 sports with over 9,000 athletes. 2014 California Winter Games - Consists of three sports with Figure Skating and Ice Hockey taking place in San Diego County. The 2 sports host over 1,600 athletes from various states.	1,500
Camarada, Inc. (Camarada; The Chamber Music Ensemble Camarada)	Mingle Concert Series - Four concerts will be presented each season, offering a 2-hour music performance and a reception for viewing of the art exhibits at the Mingei International Museum in beautiful Balboa Park. Gallery Concert Series - Three concerts will be presented each season featuring eclectic chamber music works accompanied by a wine and cheese reception to enhance the audience experience. Camarada Kids Outreach - Performances include "Meet the Musician" at the Mingei Museum on the third Sunday of each month for family days and "Journey through Modern Art & Music" in collaboration with The Athenaeum, which will be presented to under-served schools and libraries in San Diego. Peter Sprague Plays The Beatles - Peter and his group put a unique jazz angle on the Liverpool Four's greatest songs.	1,000

Capoeira Institute (Capoeira Institute)	Brazilian Day San Diego, Street Festival and Parade - Free, family friendly, and non-alcoholic. It is a cultural extravaganza of music, dance, Capoeira, culinary favorites, arts and crafts, kids' activities and a Brazilian carnival style parade, for about 50,000 attendees each year. Provide gardening tools, seeds, plants and age appropriate gardening resources to promote and encourage other area schools in District two to start a new garden or enhance their existing ones.	2,500
Charitable Adult Rides & Services, Inc. (CARS)	On the Go (OTG): Transportation Solutions for Older Adults - Comprehensive older adult transportation service with 4 components: Shuttles, Excursions, Taxi Scrip, and Rides & Smiles®, a model program that offers San Diegans over age 60 with individual rides from volunteers.	1,000
Chicano Federation of San Diego	Fresh Start Project/Economic Development for Women - This program provides women from under served communities the tools and resources needed for a fresh start at a home based child care business.	2,000
City Heights Community Development Corporation (City Heights CDC)	Colina Park International Health Fair - Booths, activities and speakers related to the diversity of the City Heights region; i.e., Somali, Vietnamese, and Spanish speaking residents.	2,000
Classics for Kids, Inc. (Classics 4 Kids)	Orchestra concerts and educational programs that include specialized arts curriculum imbedded in academic subjects that include, language arts, social studies, and science. Orchestra Concerts for Families - Entertaining, education and fun concerts for San Diego's families and visitors.	2,000
Committee of One Hundred (TCOH)	Panama-California Exposition Digital Archive - Creation of an online collection of documents and images from the 1915-1916 Panama-California Exposition. Panama-California Sculpture Court restoration.	2,500

Common Ground Theatre (Southeast San Diego Community Theatre)	San Diego Theatre Arts Repertory School - Implement STARS curriculum by hiring teachers of acting, singing, dance, and technical classes in a 12-week session for students ages 6 to 18 years of age. Stage Sets for Three Plays for 50th Anniversary Season - "Before It Hits Home," "Christmas Is Comin' Uptown," and "Pecong."	1,500
CONNECT Foundation	Springboard program - A free program open to technology and life sciences innovation companies. Companies accepted into the program meet with a group of industry experts for up to several months who provide recommendations on financial, marketing, legal and commercialization issues to prove the business model. Nearsourcing Initiative focuses on matching innovation companies in need of outsourcing with our region's local outsourcing cluster. The program includes workshops that educate our region's entrepreneurs on the benefits of contracting with local manufacturers, including reduced risk, cost, and time to market.	4,000
Convivio Inc (Convivio Society, Italian Historical Society, Convivio Center)	Media System - A/V system purchasing and installation: digital screen, digital projector, receiver, TVs (2), speakers, component rack, DVD player, wiring and cables, other misc. components; for archiving and historical image reproduction: computers (2), scanner wide format (1), printer wide format (1). Marketing brochure and donor packets design and printing costs. Historical Archives Display - Reproduction of historical images for framing in museum: printing of images; purchase of gallery frames (50); purchase of caption mount materials; purchase of artifact display cases (4). San Diego History Center Tuna exhibit moving and labor expenses.	2,500
Council of Philippine American Organizations of San Diego County, Inc. (COPAO)	Philippine Faire 2014 - An annual event showcasing the different festivals from the Philippines. A fun-filled day of culture, entertainment and food.	1,000

Downtown San Diego Partnership	<p>Homeless Client Property Storage - In an effort to reduce the large amount of homeless belongings stored on the sidewalks and as a resource for our homeless clients actively working with our outreach worker, we would like to rent 25 bins from the Transitional Storage Facility. Sidewalk pressure washing involves heated, pressurized water, used to clean dirt, residue, fecal matter, gum etc. from downtown sidewalks. All water is recovered with a vacuum, so nothing descends into storm water conveyance systems. Approximately 15% of reclaimed water is recycled and reused. Landscape beautification - Increase planting of attractive landscaping and donate replacement trees to area property owners throughout downtown. Grant funding would be used to buy tools and plant supplies. Trash Receptacle Enhancement Program - Use grant dollars to purchase an additional 10 trash receptacles to be located along high pedestrian traffic routes and around growing residential area. Assist with the funding of one Homeless Outreach Worker.</p>	4,000
El Cajon Boulevard Business Improvement Associations, Inc. (El Cajon Business Improvement District)	<p>Boulevard Banner Replacement - Replace and hang a new set of designs that highlights four main themes, Shop the Boulevard, Dine on the Boulevard, Rock the Boulevard, and Cruise the Boulevard. Boulevard Guide - A promotional map of the district that highlights local businesses. Fund public art projects on El Cajon Boulevard.</p>	3,000

ElderHelp of San Diego	The Concierge Club provides comprehensive membership-based home care solutions to address the growing health and social challenges that seniors and their families are facing. Outreach - Increase referrals to the Concierge Club program by reaching out to those seniors who are home bound and isolated as well as create a referral database of potential resources to assist low income seniors remain independent and live with dignity in their own homes. Volunteer outreach - Outreach to recruit new volunteers to work directly with the Concierge Club members with a variety of tasks that help to maintain their independence. Provide support for some of our low-income seniors who are at risk of losing their independence and are faced with limited resources to buy enough food to achieve good health and maintain a satisfactory quality of life.	2,000
Elementary Institute of Science	Science is Elementary - Instructors and supplies of year round, after-school science enrichment education for children ages 7-14 to explore a wide array of specialized courses and areas of scientific study. Tea and Food for Thought - Printing and mailing or promotional items for a free event in which teenage students will educate the local community about green transportation options, current transportation infrastructure in San Diego and the effects transportation has on the environment. 50th Anniversary Celebration - Media outreach through television, radio, print and online sources to promote EIS' 50th Anniversary. Marketing and PR expenses will be used to promote volunteerism, student enrollment and EIS' Anniversary celebration.	4,000

Elite DVBE Network (Elite SDVOB)	10th Annual Small Businesses and Disabled Veterans - Trade show and outreach seminars to service disabled veterans nationwide. This annual meeting will bring National resources and recognition to the plight of the service disabled veterans while providing opportunities for networking. Economic Development and Employment Readiness Workshops for Veterans - Facilitate a community wide outreach workshop(s) for Veterans to foster entrepreneurial business development, job creation, and economic stimulus. Host the Quarterly meeting of the California Department of Veterans Affairs Advisory Council for Veterans to present throughout California. San Diego Veterans Outreach Meetings - Provides the numerous city and county organizations along with veterans business owners to meet and discuss ways to assist veterans to be successful in business. Pre Veterans Day Event and Golf Classic.	1,500
Equinox Center	Inaugural Quality of Life Champion Awards Luncheon/Dinner Event Expenses - Venue cost (including meals), audio/visual, decorations, and event planner consultant fees. Inaugural Quality of Life Champion Awards Luncheon/Dinner Video and Marketing - Graphic design, website development, digital marketing/advertising, printed collateral materials including invitation, postage, and production of videos to be featured at the inaugural. Inaugural Quality of Life Champion Awards Luncheon/Dinner Administrative Support - Staff time, contractor/consultant fees, office supplies, and food and beverage for volunteers. 2014 San Diego Regional Quality of Life Dashboard - Printing, graphic design and marketing expenses.	2,000
Firefighters Advisory Council to the Burn Institute	FIRE EXPO/Firefighter Demolition Derby - Providing public safety information and fire and burn prevention education such as wildlife preparation materials and free smoke alarms to the people of San Diego County.	1,500



Fourth District Seniors Resource Center (George Stevens Senior Center)	<p>African Americans-A Celebration of Cultural Richness" - This activity takes place in February (Black History Month). African Americans are celebrated in such areas as civil rights, education, business, entertainment, medicine, religion and sports.</p> <p>A Juneteenth Day Celebration - This activity provides insight into African American Culture through health and wellness, ancestral storytelling, song and dance, inter-generational games, arts and crafts displays, ethnic cuisine, information and resources.</p> <p>Older Americans Recognition Luncheon - This activity honors Older Americans who contribute countless volunteer hours throughout communities helping to make them safe and wholesome.</p>	7,500
Gaslamp Quarter Association, Inc.	<p>Gaslamp Quarter Destinalional Marketing Project - LuminArt 2014 - Purchase, design and produce advertising/marketing materials to promote LuminArt, a 4-day arts program in highlighting Downtown San Diego's Gaslamp Quarter historic architecture and student, amateur and pro arts displays, as a travel destination to San Diego feeder markets and driving visitor traffic to the region.</p>	2,000

<p>Greater San Diego Chamber of Commerce (San Diego Regional Chamber of Commerce; San Diego Chamber of Commerce)</p>	<p>Economic Research Bureau (ERB) and Regional Economic Reports - Provide topical regional economic analyses educating and promoting San Diego County and its business base. Continue to provide a San Diego Small Business Survey that provides a statistically significant snapshot of what small businesses think about their current and future economic outlook. Mexico business Center (MBC) - The MBC will focus on job creation through "Sourcing Seminars" to inform San Diego County businesses on how to sell their products and services to Tijuana manufacturers--the \$13 Billion Opportunity. San Diego-Tijuana Smart Boarder Coalition - The Smart Border Coalition is the region's leading stakeholder working with the private and public sectors to achieve vital border crossing efficiency needed to alleviate the \$3.3 billion lost annually by San Diego County due to delays in personal travel and freight.</p>	<p>20,000</p>
<p>Hillcrest Business Improvement Association (Hillcrest Association)</p>	<p>Hillcrest CityFest 2013 - CityFest is a one day cultural celebration of culture, diversity and all the wonderful things urban life has to offer. It celebrates arts, crafts, music, food, and interactive entertainment. Funds for entertainment such as bands, performers, and related rentals. Hillcrest Hoedown 2013 - A seasonal celebration of fall and harvest. This street fair brings much needed attention to Hillcrest's east end. It features music, costumes, dancing, and food. Funds for entertainment such as bands, performers, and related rentals.</p>	<p>5,000</p>
<p>Historic Old Town Community Foundation</p>	<p>Old Town Fiesta Cinco de Mayo - An educational and celebration event for the culture and history of San Diego's oldest community - Old Town. Large children's area, young artist competition area, music and entertainment, regional cuisine, cultural and historical exhibits.</p>	<p>2,000</p>

I Love A Clean San Diego	Coastal Cleanup Day 2013 - Statewide initiative coordinated in San Diego County by I Love A Clean San Diego. This one-day effort engages 7,500 residents countywide to restore and protect San Diego's vital beaches, bays, creeks, canyons, parks and other outdoor areas. Creek to Bay Cleanup 2014 - The Creek to Bay Cleanup provides San Diegans with an opportunity to work in collaboration with other members of the community to improve the health of the local environment through cleanups, beautification projects and general park maintenance activities. This event engages 6,000 community members annually. Community Cleanups - ILACSD coordinates monthly cleanup events on the coast as well as in local creek beds, canyons, open space parks and everywhere in between. Volunteers of all ages are invited to participate in these cleanups, which help to supplement the countywide cleanup efforts listed above.	2,000
Italian American Art and Cultural Association of San Diego (San Diego Italian Film Festival)	San Diego Annual Italian Film Festival - 7th season premiering independent and feature films from Italy to over 5,000 people from October 15 to Nov. 4, 2013 at the Museum of Photographic Arts and Central Library Theater. Funds help pay for venue, film and equipment rental fees, shipping costs and promotion. North County Italian Film Festival - A mini-festival of recent & popular Italian films to extend audience into new area to take place in July, 2013 screening 3 films with introductions by Italian experts. Funds help fund theater rental, film and equipment rental, and marketing costs.	2,000

Japan Society of San Diego and Tijuana	Japanese Cultural Festival - Evening festival featuring Japanese beverages, food, and cultural demonstrations and performances attracting approximately 1,000 people from all over San Diego County and Southern California. Japanese Academic and Cultural Proficiency Competition (J-CAP) - A full day of activities that are competitive and fun to motivate and reward San Diego County high school students at various levels of Japanese language study.	2,000
Japanese Friendship Garden Society of San Diego (Japanese Friendship Garden)	Cherry Blossom Festival - Each March, the Japanese Friendship Garden organizes a festival to celebrate the bloom of our 150 Cherry Blossom trees. The celebration is a collaboration with Japanese and Japanese-American community organizations that includes: performances, demonstrations, food, vendors, and children's activities. Festival of the August Moon - Festival showcases Japanese cultural performances and food while honoring the contributions of community leaders. Spring and Fall Festivals - Japanese and Polynesian cultural performances, demonstrations, food, and children's activities.	5,000
Jewish Family Service of San Diego (Jewish Family Service or JFS)	Foodmobile Program of Jewish Family Service of San Diego (JFS) - Provide daily, hot, nutritious, home-delivered meals to homebound older adults and younger disabled adults. Volunteers are also trained to conduct safety and wellness checks and report any concerns back to JFS's professional and caring staff.	2,000

<p>Just In Time For Foster Youth (Just In Time)</p>	<p>5 College Bound Youth Awards for Transitioning Foster Youth in District 1 - Each youth will receive items necessary for college success, including some or all of the following: laptop, software, printer, other tech tools, basic school supplies (i.e., printer ink, paper, backpack, etc.), and gift cards to purchase with JIT volunteers necessary dorm housing furnishings. 5 College Bound Youth Awards for Transitioning Foster Youth in District 5 - Each youth will receive items necessary for college success, including some or all of the following: laptop, software, printer, other tech tools, basic school supplies (i.e., printer ink, paper, backpack, etc.), and gift cards to purchase with JIT volunteers necessary dorm housing furnishings. 5 College Bound Youth Awards for Transitioning Foster Youth in District 4 - Each youth will receive items necessary for college success, including some or all of the following: laptop, software, printer, other tech tools, basic school supplies (i.e., printer ink, paper, backpack, etc.), and gift cards to purchase with JIT volunteers necessary dorm housing furnishings. 5 College Bound Youth Awards for Transitioning Foster Youth in District 3 - Each youth will receive items necessary for college success, including some or all of the following: laptop, software, printer, other tech tools, basic school supplies (i.e., printer ink, paper, backpack, etc.), and gift cards to purchase with JIT volunteers necessary dorm housing furnishings. 5 College Bound Youth Awards for Transitioning Foster Youth in District 2 - Each youth will receive items necessary for college success, including some or all of the following: laptop, software, printer, other tech tools, basic school supplies (i.e., printer ink, paper, backpack, etc.), and gift cards to purchase with JIT volunteers necessary dorm housing furnishings.</p>	<p>1,500</p>
---	---	--------------

<p>Kalusugan Community Services (KCS) (Filipino American Wellness Center (FWC))</p>	<p>Filipino American Arts and Cultural Festival (FILAMFEST) - Free one-day festival that showcases the community and District 4 featuring Filipino-American artists and other ethnic groups, vendors (commercial, food, and handicrafts), historical, cultural and educational exhibits and booths and a stage showing traditional and modern dance/music. Youth Volunteer Leadership Training and Development - The festival will enable young people, aged 15-25, to obtain 20-40 hours of community service while being trained on leadership such as planning and implementing the event. It also offers personal growth and fun. Funds will be used for trainer fees, fliers for recruitment, venue rental, materials and supplies.</p>	<p>1,500</p>
<p>Korean American Senior Association of San Diego County (Korean American Senior Center)</p>	<p>Salaries and Wages - The Korean American Senior Association of San Diego County (KASASDC) will be spending 75% of their time overseeing the Healthy Transition Program, which includes managing driver wages, subcontractors, facilities, promoting and marketing the program, and raising additional funds. Supplies - Office supplies such as paper, print ink, copying, and services. Transportation - The KASASDC will require funds for mileage, auto insurance, and gas for transportation services of Korean-American seniors to and from the center and other key community sites. Expenses - Providing appropriate social work services, including proper information and referrals, counseling, and other assistance as needed. Stipends for volunteer drivers to transport seniors to and from the center 5 days a week. Equipment - User-friendly fitness equipment will be purchased for on-site fitness activities. This includes light, safe recreational equipment such as therapy balls, therapy bands, and light bands.</p>	<p>2,000</p>

La Jolla Chapter, SPEBQSA, Inc. (Pacific Coast Harmony)	Youth in Harmony Clinic and Festival - Day-long clinic featuring renowned barbershop experts to teach the technique of barbershop singing, followed by a concert that includes the clinic attendees. Young Men's Vocal Ensemble Showcase - A concert that includes any male vocal ensemble singing acappella or accompanied.	1,500
La Jolla Historical Society	Southern California's premier vintage automobile and motorcycle event, drawing 20,000 visitors to Scripps Park/La Jolla Cove to view 200 classic automobiles and motorcycles on display and entered in a judged competition. Funding helps underwrite marketing and logistics expenses.	2,000
La Jolla Music Society	SummerFest 2013 - chamber music festival from July 31-Aug. 23, 2013, enhances the cultural life of San Diego with three and a half weeks of concerts, workshops, master classes, and engagement events with acclaimed musicians, composers, and scholars from around the world. 45th Anniversary Season - Performances by Yo-Yo Ma, Wynton Marsalis, Joshua Bell, Audra McDonald, Patti LuPone, St. Petersburg Orchestra, Boston Pop Orchestra, Alonzo King LINES Ballet, and Cedar Lake Ballet.	3,000
La Jolla Symphony & Chorus Association	2013-2014 Concert Series: Choral Director 40th Anniversary Season - Facilities fees, brochure printing, event advertising for six-concert classical music series (12 performances). Guest Conductor for All-Latin Concert - Two youth chorus workshops, choral conducting workshop, conductor fee, travel/accommodations, and educational materials. Young People's Concert - Led by master educator/music director Steven Schick features two works: Berlioz's "Symphonies Fantastique" and flute solo by 2012 MacArthur Genius Award-winner Claire Chase. Funds support facilities fees, ticket supplement, artist fee, program materials. Messiah Sing Along - Program printing, 4 soloist fees, marketing.	3,000

La Jolla Village Merchants Association, LLC	<p>Haute La Jolla Nights - Free summer sidewalk music nights, featuring up to 15 unique bands simultaneously playing throughout the Village to generate pedestrian traffic and enhance economic boost for merchants. Marketing, band fees, equipment and outreach services.</p> <p>La Jolla Village Information Center - Provide funds for staffing new La Jolla Village Information Center.</p> <p>Wall Street Fall Fashions and Food Festival - Outdoor fall fashion show of Village retailers and Executive Chefs' food competition, concert, and silent auction to generate economic stimulation for local merchants.</p> <p>La Jolla Corporate Challenge - Event for corporate teams of 4; competing in fun, unique challenges to bring in economic stimulation and visitors from all over San Diego to participate. Marketing, permitting, staffing and equipment.</p> <p>La Jolla Signage and Wayfinding Study/Design - Funding to contract with an architectural and/or landscape firm to study the Village and create a design and identity program for the Village of La Jolla, featuring monument signage, wayfinding, and merchants menu boards throughout the Village.</p>	5,000
---	---	-------



<p>Lambda Archives of San Diego (LASD)</p>	<p>Year-Round Student Academic Internship Program - Support for vibrant student internship program which trains, supervises, and evaluates 60-100 student interns per semester. Purchase of archival-quality supplies necessary to process and preserve collections. Year-round Exhibit Program - Mounting 3-4 new exhibits per year. Assemblage of exhibits, supervising students and volunteers, training museum docents, additional hours open to the public, planning opening events, refreshments, and invitation design and mailing costs, and creation of a pamphlet for each exhibit. Exhibit Program Marketing Campaign - Create and place advertisements in print and online media, community newsletters, mailers, and local radio stations to raise awareness of ongoing exhibits. Graphic artist fees and advertising. Website Redesign/Database - Support for one-time cost of launching an enhanced website with integrated social networking, an updated catalog, and an attractive visual approach.</p>	<p>2,000</p>
--	--	--------------

Library Association of La Jolla (Athenaeum Music & Arts Library)	<p>Athenaeum Music Concerts - The Athenaeum presents approximately 41 classical, jazz, new music, and acoustic concerts throughout the year in four different venues. When available, the Athenaeum provides student rush tickets to select concerts. Athenaeum Free Mini-concerts - The Athenaeum presents 30 free mini-concerts in two venues, the Athenaeum in La Jolla and the Lyceum Theatre in downtown San Diego. These free mini-concerts showcase primarily local musicians. Performances include a variety of musical styles such as classical, jazz, world music, and Broadway music. Athenaeum Free Art Exhibitions - The Athenaeum presents 22 free and different art exhibitions in three galleries in La Jolla and in the University Heights studio on Park Blvd. These free art exhibitions feature primarily emerging and local San Diego artists. The Athenaeum Music &amp; Arts in Education Outreach Program - The Athenaeum provides a free music and art outreach program to underserved schools in San Diego county. The series consists of ten programs: six music education presentations and four visual arts presentations for grades K-12. All the presentations meet California Dept. of Visual and Performing Arts standards.</p>	5,000
Linda Vista Multicultural Fair, Inc.	<p>Fair Coordinator salary - Coordinate and stage the FY14 Fair, procure all required permits, ensure County and City compliance, establish all event components, submit sponsor packets, provide financial reports, conduct monthly committee meetings, coordinate with Parade Director, conduct all necessary follow-up and evaluation. Parade Director salary - Organize and stage the FY14 Parade, with a minimum of forty (40) units, including area bands, walking groups, elected officials, area educational institutions, local organization representatives, floats, equestrian units, etc. Assist the Fair Coordinator, as needed, award trophies and certificates, follow-up reports.</p>	8,000

Mainly Mozart, Inc. (Mainly Mozart Festival)	<p>Mainly Mozart Festival - Artists/production costs for May/June celebration featuring the all-star Mainly Mozart Festival Orchestra, world-class chamber music county-wide, free community concerts and open rehearsals, youth programming, lectures, collaborations and dynamic new international artistic leadership team. Chamber Music - Spotlight Series and Festival Chamber Players - World-class chamber musicians perform works of Mozart and the Masters January through June in intimate settings. Interactive receptions precede each intermission-free concert. Each concert finishes with lively artist talk-back. Mozart &amp; the Mind: Exploring the Music-Brain Effect - Ground-breaking series showcases music-brain researchers with musicians in audience-interactive explorations of music's effects on cognitive function. Series features performances, scientific discourse, exhibitions, and partnerships with social service agencies serving Alzheimer's, ADHD, Parkinson's, autism, etc. Music Education-Living Composers and Mainly Mozart Young Artists Symphony Mentorship - In-school program "Living Composers" performed in all five districts and serving 20,000+ children K-12 with interactive programs, in-school concerts, pre- &amp; post-visit educational materials, and teacher training. Mentoring, coaching, performance opportunities, and administrative support. Evolution - Celebrating Today's Musical Innovators - Three-week June series featuring classically-inspired jazz and world music, featuring international artists. One concert in collaboration with Mexican Consulate. Significant outreach designed for children/young adults on the autism spectrum, including three concerts at Vista Hill's Stein Educational Center.</p>	5,000
---	---	-------

Malashock Dance and Company	<p>Education Outreach Program: Math in Motion</p> <p>- Math in Motion incorporates multidimensional learning strategies that facilitate students' scholastic success. By adding a physical element to the exploration of math concepts, the program increases students' mastery of skills, especially for those who have not had success in a sedentary classroom setting. Audience Engagement: Studio Series - Malashock Dance will conduct eight Studio Series events next season, offering direct engagement with dance through activities focused on choreographic creation, work in progress, artistic collaboration, and introduction to nationally recognized guest artists. Venue Use: La Jolla Playhouse - Malashock Dance will present two major dance productions next season (Fall 2013 and Spring 2014). Securing performance venues for these shows is vital and County funds would assist in the cost of rental and crew costs.</p>	1,500
Maritime Museum Association of San Diego	<p>San Salvador Galleon Construction Project - The Maritime Museum is constructing a working replica of the galleon San Salvador, Juan Rodriguez Cabrillo's flagship that entered San Diego Bay in 1542. Once completed, this vessel will establish a tangible tie to San Diego's founding, be a must-see destination for visitors, and serve thousands of children.</p>	1,500
Martin Luther King, Jr. Community Choir San Diego (Martin Luther King, Jr. Community Choir San Diego)	Support of choir concerts and activities.	1,500

Media Arts Center San Diego (San Diego Latino Film Festival)	<p>21st Annual San Diego Latino Film Festival 2014 - Over 180 films, documentaries, and videos showcasing the finest in Latino filmmaking and cinematography. Latino art exhibits, musical performances, filmmaker workshops, student events, and family-oriented film screenings. Teen Producers Project - 30-week afterschool media arts training program for students in grades 9-12 in the Sheltered English Program at Orange Glen and San Marcos High Schools. About 60 students work with professional media artists to create video documentaries using CA standards-based curriculum. Mobile Stories - Enables citizen journalists to create digital video stories on any topic at libraries (in South Bay, North County and central San Diego) and upload them to the internet. This successful program has benefited more than 800 residents since its inception. Digital Gym - Community technology center focused on media arts education and exploration with equipment access, workshops, trainings, and events at our facility in North Park engaging children, youth, families, and adults from all over the County. Que Viva! Cine Latino - Free 5-week film festival at the Otay Ranch Town Center. The festival, in its 6th year, takes place each Wednesday in September to celebrate Hispanic History month. Garnering diverse audiences of 200 people each week, the festival provides free family-friendly films under the stars.</p>	2,000
Mingei International, Inc. (Mingei International Museum)	<p>PLEASE BE SEATED - Exhibition celebrating the never-ending quest of the human imagination to seat people comfortably, appropriately and fashionably. San Diego County Student Free Admission Program - Mingei International opens its doors at no cost to all students (K-12) in San Diego County. Docent-led tours and educational programs are provided to all students (as well as transportation for students from Title 1 schools).</p>	3,000

Miracle Babies, Inc. (Miracle Babies)	Healthy Women Healthy Children - Provide fitness training, nutritional counseling, education and case management through pregnancy and the first two years of the child's life. Partners include Jackie Robinson and Chula Vista YMCAs, San Ysidro Health Center, La Maestra Clinic in National City, Sharp Mary Birch, and doctors and pediatricians. Family Financial Support - Financially support families experiencing a neonatal crisis with small grants to pay for medical equipment, prescriptions, baby supplies, funeral assistance, sibling childcare, living expenses, and transportation. 2014 Mom's 5K for Healthy Babies - Annual Mother's Day event attracting individuals from across the County.	2,000
Mission Hills Town Council	2013 Mission Hills Concerts in the Park - Performer fees, sound and stage fees, advertising, insurance and permit fees.	3,500
Mo'olelo Performing Arts Company	The Amish Project - A one-woman play inspired by the 2006 Nickel Mines shooting in an Amish schoolhouse. Produced with our '3 Part Arts' program and community organizing and dramaturgical work, the project will provide educational, economic, and cultural opportunities.	1,000

<p>Museum of Contemporary Art San Diego</p>	<p>David Copley's Christos - The late David Copley had the largest American collection of collages and drawings by the internationally known Christo and the museum will be showcasing those works in their entirety for the first time. Exhibit installation, education programming, and promotion of the show.</p> <p>Shore Thing - The Museum will offer extended hours on Thursday evenings, giving visitors a chance to explore the galleries, and the Museum's Sculpture Garden, an outdoor lounge film screenings and art activities.</p> <p>Youth Education and Outreach Programs - Extended School Partnerships that empower teachers to include Museum shows in their curriculum; Teen Advisory Group, bringing teens to MCASD to explore art and create activities for teens; and TNT, a popular evening event showcasing art, music and performance art. View Newsletter - Newsletter promoting all of the Museum's activities to its members, visitors, and tourists from around the world. It is sent to media contacts across the U.S., to promote San Diego County as a cultural tourist destination.</p> <p>Liza Lou: Color Field - Staffing hours and materials</p>	<p>12,000</p>
---	---	---------------

Museum of Photographic Arts (MoPA)	30th Anniversary Exhibition Season - 7-8 exhibitions, including: "Staking Claim: A California Invitational", featuring 16 contemporary California photographers, "My City: Annual Youth Exhibition" showcasing artwork by K-12 students, and "Power," illuminating pressing social and environmental challenges. SEPIA: Seniors Exploring Photography, Identity, and Appreciation - Experiential arts programming to senior citizens in San Diego County, including those with mild dementia and Alzheimer's. SEPIA will reach more than 1,000 seniors at nursing homes, assisted living facilities, and community centers. Free School Group Tours and Educator Curriculum - Free, docent-led tours of current exhibitions for school groups throughout San Diego County, reaching over 10,000 students annually, as well as an annual Educator Open House. The in-depth tours include access to online curricula to accompany the tour and connect the museum visit to the classroom.	3,000
New Children's Museum (formerly Children's Museum of San Diego)	FEAST! The Art of Playing With Your Food - October 2013 and run through September 2014. FEAST! will feature original works of art from local and nationally recognized artists, and provide hands on programming and curriculum development.	3,000
North Park Historical Society (North Park Historical Society)	Classic Car Show. Photo rights for second history book on North Park.	1,500
North Park Organization of Businesses, Inc. (North Park Main Street)	18th Annual North Park Festival of the Arts - Promote the community's social cultural and economic resources, and attract local and regional tourists to the district who support the local small business community.	4,000
NTC Foundation	Marketing/Visitor Promotion - Support promotional banners, You Are Here Posters, Friday Night Liberty FREE open art studios and performances, and Resident Group Promotions to encourage more San Diego County residents and visitors to come to the 15 buildings at the NTC Arts and Cultural District at Liberty Station.	10,000



<p>Ocean Beach Community Foundation, Inc. (OB Community Foundation)</p>	<p>Beautification of Ocean Beach - Pier and beach cleanup. Public Safety in Ocean Beach - Provide a comprehensive security camera system and to provide resources to our local San Diego Police Department beach team. Educational and Administrative Support - Provide scholarship funds for the Point Loma High School Dollars for Scholars program. Increase our administrative budget to maintain our website and engage our community through web-based programs. Local Youth Sports Support - Sponsor 25 youths in a variety of sports activities. Arts and Culture in Ocean Beach - Sponsor arts and cultural family events such as the Peninsula Singers and Ocean Beach Center for the Arts to bring art and theater to OB.</p>	<p>2,000</p>
<p>Ocean Beach Merchant's Association (Ocean Beach Mainstreet Association)</p>	<p>34th Annual Ocean Beach Fire Works.</p>	<p>8,000</p>

<p>Ocean Beach Town Council, Inc.</p>	<p>Ocean Beach Tree Festival and Parade - City, security (police) and permits must be obtained. For operation and execution, we rent sound equipment, equipment movers, radios and four lifts for announcers. Ocean Beach Tree Festival Marketing and Tree - Printing postcards, flyers, t-shirts for volunteers, the hanging/removal and updating street banners, decoration, obtaining and decorating a 50' holiday tree. Fund raising auction, Holiday Homes contest and the Food and Toy Drive. Ocean Beach Pier Pancake Festival - Purchase of food supplies to supplement what is not donated, printing flyers and tickets, printing, hanging and removal of street banner, rental of food service equipment, tables and chairs, various supplies and permit. Ocean Beach Restaurant Walk - Self guided tour and taste of the areas culinary establishments. Transportation vehicles, barricades for security, marketing materials, printing of tickets and flyers, entertainment costs and advertising fees. Ocean Beach Town Council Marketing - Purchase and maintenance of an event canopy, banners for events, shirts for board members, permit fees for booths at city festivals, maintenance of OBTC web site, printing of flyers and meeting documents and the cost of member giveaways.</p>	<p>4,000</p>
---------------------------------------	--	--------------

Old Globe Theatre (The Old Globe)	Professional Theatre Productions - Produce 15 professional theatre productions annually in The Old Globe's three Balboa Park theatres. The 2013 schedule includes 553 public performances; 8 free student matinees; and one Sensory Friendly performance (DR. SEUSS' HOW THE GRINCH STOLE CHRISTMAS!) for children on the autism spectrum and their families. Education and Community Programs - Offer year-round educational activities for children and adults, including a free student matinee program for middle and high school students, the Grinch Children's Initiatives, the Shakespeare Initiatives, The Old Globe Residency Project, seminars, workshops, lectures and other programs.	12,000
Old Town San Diego Chamber of Commerce	Old Town Art Festival - Free arts and cultural event with a juried art show that attracts local and national artists. Marketing and advertising activities. Old Town 4th Grade Historical and Cultural Program Transportation Support - Provide assistance to the County and City schools to help defer the cost of bus transportation to bus the students to Old Town for the 4th Grade History and Cultural Program one day field trip to learn more about the history of San Diego and California.	2,000

Outdoor Outreach	<p>After school Adventure Clubs serve at-risk and under-served urban and military teens with comprehensive, weekly programming designed to produce life-changing opportunities with measurable impact in academic achievement, leadership, career/education exploration, physical well being and environmental awareness. Outdoor Leadership Training and Internship Program - Intensive training and paid internship program teaches at-risk and under-served teens the skills necessary to instruct and mentor other youth in supervised outdoor activities. Program cultivates participants' natural leadership strengths and provides tangible academic, emotional, social support and part-time income. 2013 Reach the Peak Community Trail Race and Mountain Festival - Community outreach event supporting Outdoor Outreach's youth development programs for at-risk and under-served youth in San Diego County. Support of permits and rentals, fencing, port-a-potties, recycling, tables, chairs, rock climbing wall, advertising, printing, postage and media placement. Juvenile Court and Community Schools (JCCS) North Region - Outdoor Education Program - Year-long program utilizing outdoor activities and environmental service project at Elfin Forest to expose students to confidence-and character-building activities along side trained adult role models to help cultivate positive attitudes towards themselves and their relationships with peers, family and educators. Monarch School [92101] Summer Camp Program - Summer camp program featuring weekly outdoor adventures. These outdoor activities are designed to help the participants develop confidence, self- esteem and respect for themselves, their peers, family and educators. Activities are managed by trained staff with support from Monarch staff and community volunteers.</p>	1,500
------------------	--	-------

Pacific Arts Movement (Formally San Diego Asian Film Foundation)	14th Annual San Diego Asian Film Festival - November 7-15, 2013 with over 150 films from over 20 countries to more than 20,000 attendees including 100+ community partners. Equipment, facility, and film rentals as well as marketing costs. 2013 Spring Showcase - Intimate showcase of Asian and Asian American films held April 18-25, 2013. A dozen films from the Pan Asian region are presented to an audience of about 5,000 in the newly acquired Digiplex Theater in Mission Valley. Film rental fees and facility rental costs. Drive-By Cinema - Experimental mobile cinema project to engage low-income and under-served communities throughout San Diego County. The project will target 10 neighborhoods throughout the County over the next two years with a minimum of two Drive-By Cinema screenings a month.	10,000
Pacific Beach Business Improvement Association (Discover Pacific Beach)	Pacific Beachfest 2013 - A one day family friendly festival highlighting the lifestyle and culture of San Diego's Beach Community. Support and promote the arts and entertainment, promotions and marketing.	2,000
Pacific Beach Community Foundation	Concerts on the Green - Four free Sunday afternoon concerts in Kate Sessions Park overlooking Mission Bay. The concerts are attended by all age groups and usually draw 500-700 people.	2,000

Pagasa-Tumainisha-Esperanza-Hope, Inc. (PTE-Hope, Inc.)	Multi-Cultural Diversity Fair - Showcase rich heritage and culture through arts, crafts, exhibits, cultural presentations, dances, songs, cultural traditions, history and ancestry, ethnic foods, national costumes, significant contributions and participation of diverse people to the American society; hold talent competitions and shows. Symposiums and Town Forums - Provide multi-cultural and motivational seminars and forums geared to home foreclosures, counseling and assistance on home acquisition and retention, financial literacy, leadership, education, English language, citizen participation, health, nutrition and physical wellness, telecommunications and computer awareness. Community Youth Program - Establish a youth program to all diverse cultures to enhance their interest in art and science, literature, athletics, music, physical activities, etc. Provide scholarships to under served children of all races with high academic averages and youth community services. Community Senior Outreach Program - Provide community services reaching out to senior citizens of all races through referral services, mentoring and educating them about health issues, nutrition, social activities, computer learning and volunteerism. Recognize community leaders who excelled in helping diverse communities.	2,000
Partnerships With Industry	Job Preparation, Job Placement and Support Program Computers - PWI creates jobs and changes lives for adults with disabilities 18-65 year old by providing job preparation, job placement and support at no cost to them or their families. The services we provide require computer equipment for our job coaches to deliver the vocational services adults with disabilities need.	2,000
Peninsula Chamber of Commerce	Business Improvement District Formation - Fund the services of a professional company to complete the processes of creating a Business Improvement district and help with the implementation of the Business Improvement District for Point Loma.	2,500

Point Loma Association	Town Hall Forum - Informational community event presenting a variety of important issues and projects affecting our neighborhood including traffic/transportation, safety/graffiti, beautification, Airport Authority updates and political landscape. Trimming and skinning 60 Fan Palm Trees lining the entryway to Point Loma at Sunset Cliffs and Nimitz. Relocation and installation of custom bus stop benches. Utility Box Beautification Project - Professional artists are contracted to transform unsightly urban industrial structures into community enhancing objects of art depicting local waterfront scenes, wildlife and community service organizations.	3,000
Point Loma Summer Concerts (Point Loma Summer Concerts)	Produce 5 free family concerts at Point Loma Park on July 12, 19, 26 and August 2, and 9, 2013. We request support this year from both Supervisors Roberts and Cox since the Peninsula was split during redistricting. We serve an equal share of residents and businesses in both Point Loma and Ocean Beach.	5,000
Pro Kids Golf Academy, Inc. (Pro Kids)	Replace hitting cage netting. Staff support and marketing.	5,000
Reuben H. Fleet Science Center (San Diego Space & Science Foundation)	GITAR: The Instrument that Rocked the World - A fully immersive traveling exhibition that explores all facets of the world's most popular instrument, from its history as an instrument of popular culture over the past 400 hundreds years to the science of creating sound with wood and steel.	12,000

SAMAHAN Filipino American Performing Arts & Education Center (formerly SAMAHAN Philippine Dance Company)	29th Philippine Cultural Arts Festival - Free family oriented event showcasing the Filipino's performing arts performed by students and adults from Fil Am community of San Diego. Concert with the Los Angeles based Filipino American Symphony Orchestra. Joint performances of Philippine folk dances with the orchestra by Samahan dancers. Minimal ticket price for seniors and students. Concert of Philippine dances and music. A fully staged production of performances of folk dances and music by Samahan trained dancers and musicians, as well as students, showcasing regional and traditional dances of the Philippines, including tribal dances of the Cordilleras and Mindanao. Audience of seniors and students provided free tickets. Philippine dance and music classes, school workshops and arts programs. Beginner, intermediate and advanced dance classes. Adult and senior dance classes. Individual instruction of Rondalla and Kulintang Music. Collaboration with SDSU and UCSD students in an annual Culture Nights Program.	2,000
San Diego Air & Space Museum	Marketing: Ripley's Believe It or Not! - TV, print, online and outdoor advertising of the Museum's "Ripley's Believe It or Not!" special exhibition.	12,000
San Diego Armed Services YMCA (Big Bay July 4th Fireworks Show)	Big Bay Boom July 4th Fireworks Show.	2,000
San Diego Automotive Museum	Exhibitions - The San Diego Automotive Museum fits a special niche in the arts and culture of our community. The extensive collection of automobiles and motorcycles forms the basis of its exhibits (both temporary and permanent) as well as educational and outreach programs. Education and Outreach - The San Diego Automotive Museum offers programs for school groups, seniors, youth organizations, adults with special needs, and other community groups including tours, lectures, seminars and symposiums, and exhibit-related programs.	3,000



San Diego Bowl Game Association (Pacific Life Holiday Bowl)	NCAA post season college football games.	20,000
San Diego Center for Jewish Culture	Contract a press agent to help secure key press - especially outside of our market - in order to increase local and out-of-town attendance and increase our already prominent local, regional and national notoriety.	2,000
San Diego Children's Choir (SDCC)	Marketing materials to promote the spring performance at Copley Symphony Hall, licensing rights for music performance and synchronization, and rent for our standards-based choral music education through weekly rehearsals and professional performances. Marketing materials to recruit choristers for the 7 site program serving 150+ children qualifying for free and reduced lunch programs. Program is standards-based and held after school at recreation centers in Section 8 housing. Serving Chollas View, Nestor, City Heights, National City, Escondido, Vista and Oceanside. Facility rental, marketing materials and licensing rights for music performance and synchronization for the holiday performance featuring all 300+ choristers of the San Diego Children's Choir. Purchase of sheet music for the 300+ choristers of SDCC. Music library maintenance.	1,500
San Diego Chinese Historical Society & Museum (Chinese Historical Society of Greater San Diego & Baja California)	Special Exhibits - Prepare at least 2 special exhibits during FY 2013/14 to attract more visitors and cultural tourists. Publish Museum Newsletter - Write, publish, and distribute a quarterly newsletter by mail and on the museum web site, <a href="http://www.sdchm.org">www.sdchm.org</a> , to publicize museum activities, attract visitors, and educate the public. Website enhancement.	8,000

San Diego Civic Youth Ballet	<p>Outreach Coordinator Salary - Hire a designated person to build and facilitate relationships between current and prospective schools and home school programs. To develop, structure and coordinate all of SDCYB's community outreach and home school programming. Marketing and Public Relations Coordinator Salary -Develop and manage an innovative marketing and communication strategy for all of SDCYB's programs by determining the desired outcome of marketing plans and choosing the appropriate means of promotion for each project. Marketing - Market programs, classes and productions throughout San Diego and nationally through print, television/radio and online, as well as exploring other language options to reach a more diversified audience.</p>	1,500
San Diego Coastkeeper (San Diego Baykeeper; Baykeeper)	<p>"Clear Blue" Day at the Beach - Offer visitors and residents an opportunity to come to one of our coastal parks, enjoy a day of recreation and camaraderie and learn about how individuals can conserve this resource. Countywide Beach Cleanup Program - Over a dozen community events to remove trash from our waterways to protect swimmers from the bacteria it generates and preserve the beautiful aesthetic of a pristine beach that our restaurants, hotels and other tourism businesses depend upon.</p>	2,000
San Diego Convention & Visitors Bureau	<p>International Market Development - Build China and Asia Pacific market through marketing programs. San Diego Film Commission - Actively work to make San Diego County the film production destination of choice and build on the 400 productions currently produced. Market San Diego competitively to the film industry.</p>	25,000

<p>San Diego Filipino-American Humanitarian Foundation, Inc.</p>	<p>San Diego Philippine Library and Historical Heritage Museum support - Exhibits, artifacts, displays, paintings, antiques, furniture, pictures and other Filipiniana items in relation to Philippine arts, culture, history, tradition and lifestyles. Library - Expand collection of books from the Philippines-History, Culture, arts, and other topics related to the lifestyles of the Filipino Americans and Filipinos in general for the reading public to know and learn about the Philippines and the Filipinos. Awning replacement in front of the Museum, repainting of the areas around the front door and entire hallway and re-surfacing of the bricks in the hallway. Annual Fiesta Filipiana - Celebration of Philippine Independence Anniversary and the birth anniversary of the national hero, Dr. Jose Rizal A showcase of Philippine arts, culture, history, tradition and heritage. San Diego Fil/Am Archive - History of the Filipino Americans in San Diego, California and the United States and where murals, posters, displays of photos, pictures and other memorabilia's are located.</p>	<p>6,000</p>
<p>San Diego Fleet Week Foundation (Fleet Week San Diego)</p>	<p>Fleet Week San Diego 2013 - Annual San Diego celebration to honor and thank the men and women of the military for their contributions to our community and their sacrifices for our country. Fleet Week Enlisted Recognition Luncheon - Annual luncheon bringing together over 200 enlisted Sailors, Marines and Coastguardsmen, who have been recognized by their commands, along with civic and business community members. Fleet Week Coronado Speed Festival - 16th annual Race at the Base, ticketed event (free for kids under 12, all active duty and their families, discounted for veterans). Car races, car clubs, car show, vendor village, test drives of new autos, military static displays and more. Fleet Week/SDMAC Breakfast - Annual breakfast featuring senior military guest speaker and over 400 attendees.</p>	<p>3,000</p>

San Diego Food Bank Corporation (San Diego Food Bank)	Jacobs & Cushman San Diego Food Bank's San Diego Blues Festival Sponsorship - The 3rd annual one-day, family friendly benefit for the Food Bank. Festival includes national and local blues acts, as well as merchandise and ethnic food vendors. Proceeds and canned food donations from 6,000 participants go to the Food Bank. Stage, sound and lighting equipment for the Blues Festival. Blues Festival musicians. Advertising for Blues Festival - TV, radio, print, and online media. Upgrade computer equipment, speakers and projector.	5,000
San Diego Foundation for Change (Foundation for Change)	East Meets West Celebration - This cultural celebration will introduce San Diegans to our region's diverse Asian and Pacific Islander communities. All proceeds will be distributed by API community leaders to community-based organizations promoting grassroots API civic engagement. North Meets South Celebration - This cultural celebration will introduce San Diegans to our region's diverse Latino/Latina communities. All proceeds will be distributed by Latino/Latina community leaders to community-based organizations promoting grassroots Latino/Latina civic engagement.	1,500
San Diego Futures Foundation	Provide technology hardware (smartphones, tablets, laptops, desktops or access-enabled devices) and related services (installation services for hardware and software, Internet connection, training, and ongoing help desk support) to homebound seniors—with a primary goal to reduce hospital readmissions.	5,000
San Diego Hall of Champions, Inc.	Hall of Champions Baseball/Theater Play Series - In partnership with local playwrights and benefitting youth theater/at-risk groups in the County, the Hall of Champions will host a series of baseball plays written and directed by San Diegans. Four plays will be produced, with each having a unique theme related to baseball and/or famous players from San Diego.	15,000

San Diego Historical Society (Museum of San Diego History)	Bottled and Kegged: San Diego's Craft Brew Culture Exhibition - San Diego History Center will launch a comprehensive exhibition about the craft brew industry in Southern California, from the 1800s to the present. It will be highly engaging, topical and interactive and will feature educational components for adults as well as children.	8,000
San Diego Junior Theatre	Ticket Subsidy Program - Free and reduced ticket program for County schools, community service organizations, and seniors for each of our eleven productions.	2,000
San Diego Model Railroad Museum	Kid Steam Train - This interactive educational ride will help the museum educate children during outreach programs and family days on diverse topics such as railroad safety, healthy living, and historical events. The hand powered train cars provide physical activity that allows the children to engage with subject matter. Bilingual Label and Didactic Production - Update wall labels and didactics. Make educational information accessible to a more diverse audience by providing Spanish narratives along side English explanations. Printing cost of new wall labels. 26,000 Museum Welcome Brochures - Printing cost of the museum's self guided tour brochure in English and Spanish. Printing and Distribution of Rack Cards - Update our rack cards, providing them in Spanish and English to reach the maximum number of visitors to San Diego.	3,000
San Diego Museum of Art	Exhibitions - The San Diego Museum of Art presents a variety of exhibitions, including temporary exhibits that bring a wide range of art otherwise unavailable to this community, and exhibits created from its permanent collection. Education - The Education and Community Engagement Department designs and presents a wide range of offerings, including numerous programs that are free of charge (e.g. Family Festivals) or included with Museum admission and offered to diverse audiences both within the Museum and in various neighborhoods and community sites.	12,000

San Diego Museum of Man	Marketing - Design, printing, installation and postage costs associated with marketing for SDMoM's exhibits, membership, public programs, and events in FY2014. Scholarships for Title One Students - Hands-on, science-based learning for underserved students who may not otherwise have the opportunity to visit the museum.	12,000
San Diego Opera Association (San Diego Opera)	Education and Outreach Program - Operation: Opera, a comprehensive music education/outreach initiative comprising 10 unique programs serving all ages, with an emphasis on students in grades K-12 from all over San Diego County. This effort reaches 60,000 San Diegans annually. Radio, TV and online programs reach another 200,000. Production of Four Grand Operas and The Verdi Requiem - San Diego Opera will produce four grand opera productions, and one evening of the Verdi Requiem for an audience of up to 50,000 citizens from throughout the County, as well as visitors to San Diego.	12,000

San Diego Performing Arts League (SDPAL, the League)	<p>Region-wide Centralization Project for Performing Arts Organizations in San Diego County - Develop a centralized on-line performing arts calendar and schedule periodic meetings to discuss region-wide arts and theater issues. Additional project elements would include resource sharing among theaters, audition postings, job postings, theaters available for rent, and listings of rehearsal spaces. Arts Tix and Information Services - Support Arts Tix services, including providing visitor information and selling tickets for tourist attractions and performing arts events to both visitors and County residents. Salaries, marketing expenses, vendor fees, and website fees. These services support many theaters and attractions. San Diego Performing Arts League Development Campaign - Support major efforts to increase private donations through increased marketing, visibility and outreach in order to allow SDPAL to provide cooperative marketing and other services to local performing arts groups. Funds will be used to pay consulting fees and expenses related to developing new income sources. Arts Tix Box Office/Information Booth Relocation - The Arts Tix Box Office will be moving to the new Horton Plaza Park in 2014, and taking on an enhanced role as a Visitor Information Center. Funds will be used for moving expenses and costs related to furnishing and equipping the new location to house Arts Tix ticket and visitor information services. Star Awards Volunteer Recognition Program - Recognize and honor volunteers. Venue rental, production costs, and costs to print the commemorative program.</p>	2,000
--	--	-------

San Diego Regional Economic Development Corporation	Operation San Diego - EDC has organized a comprehensive strategy that supports our region's interest through the series of federal budget cuts affecting local innovation and military jobs. Implement a plan of defined priorities with the private sector and City of San Diego sharing burden of costs. Global San Diego - Export Initiative - EDC is leading a regional export initiative in partnership with the Brookings Institution and regional partners which includes the development of an export market assessment and the creation of an international business plan.	8,500
San Diego Repertory Theatre	Technology Upgrades - Replace 12 work station computers. Education Program-Xchange Xperience - Engage a minimum of 50 students in a professional theatre work as part of summer production of "In the Heights" The San Diego School of Creative and Performing Arts (SCPA) students will have on stage and technical positions, professional mentors, and job readiness workshops. Season 38 - Produce a season of six contemporary and classic plays, emphasizing works that speak directly to contemporary issues and which illuminate the diversity of values and cultures of the people of our region.	1,500
San Diego Second Chance Program (Second Chance (STRIVE))	STRIVE/Job Readiness Training Program - Provide job readiness training, employment placement assistance, mental health support and long-term case management for homeless and other chronically unemployed adults and youth. JOLT will serve approximately two hundred youth with a history of incarceration in the coming year, helping each overcome significant barriers to employment including, educational deficiencies, lack of workplace skills, drug and mental health barriers, housing, as well as negative peer and social systems.	2,000



San Diego Society of Natural History (San Diego Natural History Museum)	Mammoths & Mastodons: Titans of Ice Age Exhibition - Underwrite exhibit rental fees, including artifacts, cases, mounts, media equipment, educational kits, software and video content, text panels, electronic photographic images, security devices and other durable items produced and purchased for the exhibition. Real Pirates - The Untold Story of the Whydah: From Slave Ship to Pirate Ship - Underwrite exhibit rental fees, including artifacts, cases, mounts, media equipment, educational kits, software and video content, text panels, electronic photographic images, security devices and other durable items produced and purchased for the exhibition.	12,000
San Diego Sports Commission (formerly San Diego International Sports Council)	Event Rights Holder Trade Show and Outreach - "Own"--from a marketing, branding, and presence standpoint--the sports event industry's most important trade show, positioning the Commission to recruit more business into San Diego, driving economic impact and overall awareness of San Diego as a destination.	5,000
San Diego Symphony Orchestra Association	Performances - SDS offers audiences a range of concert experiences, including: Jacobs' Masterworks series, presenting traditional classical repertoire; Summer and Winter Pops; Young People's Concerts; holiday programs; Family Festival series of family-friendly concerts. Music Education and Community Engagement - Kinder Konzerts (in the community); in-school residencies; coaching; master classes in schools; free public concerts, including concert in Balboa Park.	12,000

San Diego Young Artists Symphony Orchestra (YAS)	Children of Special Need - Appropriate needs-based scholarships, staff support, or instrument lending to 12 children. Community Outreach - 6 outreach performances are held at public and private venues: museums; libraries; and facilities for youth, seniors and medically fragile populations. YAS Chamber ensembles to perform in venues of high visibility such as the Children's Museum of San Diego, serving both local residents and tourists. Staff Enhancement - Add one half-time wind and brass teacher/conductor for weekly school-year rehearsals. Supplement current teaching, administrative support and contract coaches and mentors. Scholarships - Inclusion of 8 beginning and/or intermediate students with needs-based financial aid awards. Scholarships would support inclusion for music students who lack access to intense musical training due to lack of financial or musical instrument resources.	4,000
San Diego Youth Symphony and Conservatory	Concert hall rentals. Printed concert programs. Rental of an equipment truck to move instruments. Marketing.	8,000
Spreckels Organ Society (House of Hospitality)	International Summer Organ Festival - An annual concert series on 10 Monday evenings in summer with guest concert organists and occasional local supporting artists performing public concerts for an audience estimated at 24,000 (2,400 per concert). Budgeted cost \$70,000. Concerts are provided free to the public, many of whom are visitors. One concert in the International Summer Organ Festival - Full sponsorship of a single concert would bring added recognition to the County Enhancement Program via onstage and in-program announcements.	2,000
Surfrider Foundation (San Diego Surfrider Foundation)	Beach Cleanup Program - Keep San Diego County's marine and coastal ecosystems clean and healthy. Program also serves as a research and educational tool to engage local citizens and tourists, to help them become stewards for our oceans, waves and beaches.	2,000

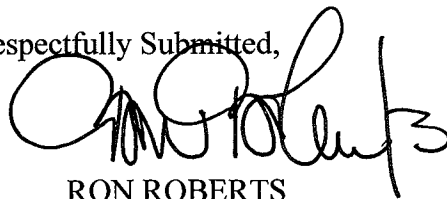
Theatre & Arts Foundation of San Diego County (La Jolla Playhouse)	<p>Targeted Marketing for Re-Imagined Musical SIDE SHOW. Targeted Marketing for the Without Walls (WoW) Festival. Collaborative Arts Resources for Education (CARE) Program - CARE is an innovative, multidisciplinary partnership among four premier arts organizations in San Diego. Through its school-based artist residencies in select Title I schools, teacher professional development workshops open to all, and website, CARE promotes arts integration in the classroom. DNA New Work Series - Play development initiative entailing a six-week period of workshop productions and readings of new plays and musicals. Its focus is to give established and emerging artists the opportunity to develop a script and have it read at a public reading or workshop. The 30 and Under Program allows patrons age 30 and under the opportunity to purchase \$20 tickets to any performance at La Jolla Playhouse. Through this program, the Playhouse is making its productions more accessible to the San Diego community and reaching a younger demographic.</p>	12,000
Travelers Aid Society of San Diego, Inc.	<p>Marketing - Promoting San Diego County to visitors, while enhancing and improving their experiences, by maintaining a strong, knowledgeable group of volunteers. Visitors will receive referrals, suggestions, directions and comprehensive assistance with any problems encountered, including special escort services when needed. Upgrading equipment used by mobile volunteers so that hotels, rental cars, and attractions can be booked quickly and accurately with real-time information, allowing visitors to use credit cards for payment to the venues being booked.</p>	2,000
University Heights Community Development Corporation (UHCDC)	<p>17th Annual Summer in the Park Free Concert Series - Five free Friday evening concerts in the Old Trolley Barn Neighborhood Park in University Heights.</p>	2,500

Voices for Children, Inc.	Informational Video: Voices for Children - Develop, film, and edit a 10-minute professional video to be used for volunteer recruitment, court tours, and community and education presentations. Public Service Announcements (PSAs) for Radio and TV - Production/editing of 2 PSAs. Printing of Promotional Brochures - Design and printing costs for printing 10,000 rack card-style brochures.	2,000
WalkSanDiego	Design, develop, publish (online), and print 30 - 40 walking maps in cities around the County. Maps will have themes such as garden walk, brew pub walk, ice cream parlor walk, etc., tied to local amenities. They will be available free in print, online for downloading, or as interactive maps on smart phones. Work with local business associations, business improvement districts, and chambers of commerce to identify neighborhood areas and themes to be the focus of walking maps within their respective regions. Develop appropriate strategies to promote, market, and distribute maps.	1,500

<p>Women's History Reclamation Project, Inc. (Women's History Museum &amp; Educational Center)</p>	<p>A Shout Out! For San Diego's Military Women - A Permanent Exhibition - To be installed in the foyer of Historic Barracks 16 at NTC Liberty Station to honor San Diego women who served our country beginning in the mid-1800s. All Women Mariachi Concert on the Green - Women who have participated in mariachi music performance will come to San Diego from all areas of the Southwest such as Texas and Arizona as well as Mexico. San Diego County Women's Heritage Trail in partnership the National Trails movement - Design and build a Women's Heritage Trail to connect with the national movement to link women's history to historic sites. Web sites, walking and driving trails, and publications about women's lives and history as well as historic art markers make up the Heritage Trail. Wine, Cheese, and Chocolate Festival on the Green at Liberty Station - One thousand people gather to taste local wines, sample cheeses and chocolates, listen to live music, dance, and support the work of the Women's Museum. The event promotes local vendors and manufacturers and raises funds for the museum and its community work.</p>	<p>1,500</p>
--	---	--------------

World Trade Center San Diego (formerly San Diego World Trade Center)	<p>Asia Desk - Promote international trade with 24 Asia Markets, and drives Asia business tourism to the region, while providing local SME's with tools for competitive advantage; trade leads, connections, turn-key trade show participation, education seminars, market research business referrals and introductions, etc. Latin America Desk - Serve the increasing number of companies in San Diego County wishing to take advantage of the USA Free Trade Agreement with Chile, Colombia, Ecuador, Mexico, Panama and Peru. A network of 20 WTCs in Latin America, which will assist LAD to promote trade from SD County. LAD will organize trade missions. European Union-American Center of Commerce for SoCal Program - EU currently has partial funding from the European Union Commission to present an 18 months program in San Diego County "Getting To Know Europe". This does not cover all 50 countries and requires matching funds. WTCSD will expand current program to attract buyers, investors from all Europe to San Diego County. International Relations Office (IRO) - Comprehensive approach to hosting international delegations and dignitaries. Formed as an inter-agency clearing-house, the IRO streamlines protocols, creating a world-class experience for visitors, and image of our region. IRO has received 138 delegations with 1,004 delegates from 59 countries. Website maintenance and information technology infrastructure upgrade.</p>	12,000
Zeta Sigma Lambda Foundation, Inc. (Alpha Phi Alpha Fraternity)	16th Annual Sheila R. Hardin San Diego Multicultural Festival - Free event on MLK Jr. Promenade.	2,000
	<b>Total CE Allocation</b>	<b>536,000</b>

Respectfully Submitted,



RON ROBERTS  
Supervisor, Fourth District



COUNTY OF SAN DIEGO  
BOARD OF SUPERVISORS

2013 JUN 14 PM 12 05

**BILL HORN**  
SUPERVISOR, FIFTH DISTRICT  
SAN DIEGO COUNTY BOARD OF SUPERVISORS

THOMAS J. PASTUSZKA  
CLERK OF THE BOARD  
OF SUPERVISORS

**MEMORANDUM**

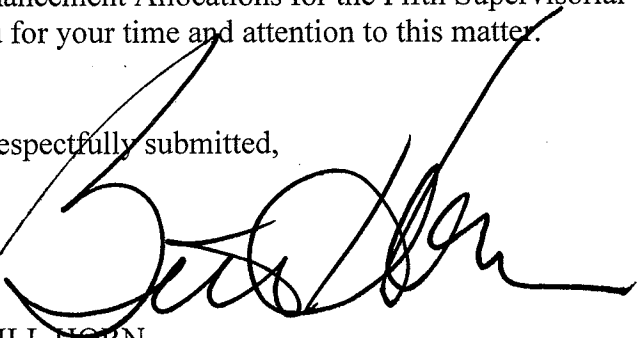
**DATE:** June 19, 2013

**TO:** Thomas Pastuszka  
Clerk of the Board of Supervisors

**RE:** **FY 2013-14 COMMUNITY ENHANCEMENT ALLOCATIONS**

Please find attached the list of Community Enhancement Allocations for the Fifth Supervisorial District for Fiscal Year 2013-2014. Thank you for your time and attention to this matter.

Respectfully submitted,

  
BILL HORN  
Supervisor, Fifth District

<b>District 5 Community Enhancement Allocations</b>		
<b>ORGANIZATION NAME</b>	<b>PURPOSE</b>	<b>ALLOCATION</b>
Agua Hedionda Lagoon Foundation	Rancho Room Western Exhibit, part of the AHLF Discovery Center tells the story of the lagoon's past history through various exhibits. Add a Western Exhibit to show visitors how early settlers lived near the lagoon during the 18th century.	\$4,000.00
American Association of University Women Fallbrook Branch - NEW	Design and printing of educational materials in support of human trafficking awareness.	\$3,000.00
Antique Gas & Steam Engine Museum	Concrete labor and materials for installation of a new entry monument.	\$13,000.00
Anza Borrego Desert Natural History Association	Borrego Desert Nature Center - Full visitor service facility in downtown Borrego Springs serving 25,000 tourists annually and the location for 150-plus desert education activities & special events. The headquarters for area tourist information, including hotels & restaurants, wildflower updates, and the Borrego International Dark Sky Community.	\$3,000.00
Anza Borrego Foundation	Desert Update newsletter - Design, print, and mail/distribute the quarterly newsletter of events and articles of interest in Anza-Borrego Desert State Park.	\$3,000.00
ArtSplash	Sand sculpting demonstration - A unique demonstration of sand sculpting by world renowned sculptor Gerry Kirk and his team as part of the ArtSplash festival in Carlsbad in September.	\$2,500.00
Basic Assistance to Students In The Community (BASIC)	Scholarships - BASIC empowers youths and adults from low-income families in the Borrego Springs community to pursue further educational opportunities by providing scholarships to high school seniors, continuing college students and adults for college and vocational studies.	\$4,500.00
Batiquitos Lagoon Foundation (BLF)	Final installation of new Nature Center - New building cost; engineering design & permitting costs; installation & related construction; transportation & support; utilities service reconnections; legal fees; other fees & services; ADA ramp & deck; & marketing/copying/reproduction costs.	\$5,000.00



<b>District 5 Community Enhancement Allocations</b>		
<b>ORGANIZATION NAME</b>	<b>PURPOSE</b>	<b>ALLOCATION</b>
Bonsall Chamber of Commerce	Chamber of Commerce activities - Making significant improvements in Chamber of Commerce activities to assist citizens and businesses achieve higher economic performance. Expand the website, use of social media to attract visitors; use of electronic communications to promote local commercial activities.	\$15,000.00
Borrego Springs Chamber of Commerce	Chamber of Commerce and Visitors' Bureau Operations - All operations including staffing of the Chamber as the sole Borrego Springs organization devoted to promoting tourism and economic development for Borrego Springs.	\$57,500.00
California Center for the Arts Escondido (The Center)	Performing Arts/Theatre Marketing - Present local, regional and national artists to perform at the Center thereby enhancing awareness, enjoyment and knowledge of families in the County and attracting tourists to the region.	\$10,000.00
California Surf Museum (CSM)	Museum exhibit - A new exhibit related to the sport of surfing to coincide with CSM's annual Gala Fundraiser in June. Structural fabrication, obtaining collectibles for display, salaries for research and exhibit assembly.	\$4,000.00
Camp Pendleton Historical Society, Inc.	Camp Pendleton History Internship - Establish a history internship who will perform various tasks relative to our programs, to include assisting the Camp Pendleton History and Museums Officer in cataloging and archiving historical material pertinent to the history of Marine Corps Base Camp Pendleton. (\$2,000) Camp Pendleton Historical Society Administrative Assistant - Establish a paid contractor position of Administrative Assistant in order to expand its operations and outreach to the Camp Pendleton and San Diego County communities. (\$1,000)	\$3,000.00
Carlsbad Music Festival	Music Festival - Thirty plus concerts of adventurous music featuring world-class young artists and master artists, at affordable prices and including many free events.	\$5,000.00

<b>District 5 Community Enhancement Allocations</b>		
<b>ORGANIZATION NAME</b>	<b>PURPOSE</b>	<b>ALLOCATION</b>
Christmas Circle Community Park (Borrego Springs Community Park)	Park operations - Maintenance and repair of park facilities, insurance, water, electricity, gardening service and restroom cleaning and supplies.	\$35,000.00
Classics for Kids, Inc. (Classics 4 Kids)	Orchestra concerts and educational programs that include specialized arts curriculum embedded in academic subjects that include: language arts, social studies, and science.	\$1,000.00
Fallbrook Art Association	<p>Art Shows - Spring and fall open juried/judged shows which draw entries from San Diego, Riverside, Orange and San Bernardino counties that draw tourism to the area and help support local businesses. (\$10,000)</p> <p>Fallbrook Art Association Scarecrow Factory - Rent and utilities for a storefront. Scarecrows of famous artists, exhibit of members' art, and public participation in mural painting and building of scarecrows will be highlighted. (\$250)</p>	\$10,250.00
Fallbrook Center for the Arts, Inc. (formerly Fallbrook Village Association, Inc.)	Marketing Support - Printing postcards, class brochures, stationery and flyers, media advertising, postage, distribution services, window displays, signage, website design and website maintenance.	\$20,500.00
Fallbrook Chamber of Commerce	Fallbrook Chamber 28th Annual Avocado Festival.	\$60,000.00
Fallbrook Gem and Mineral Society, Inc. (FGMS)	Carpet replacement using industrial grade carpet in all areas of the building that are used by the public including the meeting room, the museum and offices.	\$3,250.00
Fallbrook Healthcare Foundation	<p>Installing five (5) concrete ballasters in front of the Adult Day Care Center to prevent vehicles from running into the building and injuring clients or staff. (\$1,356)</p> <p>Care Van Transportation Program - Salary for one full-time care van driver that transports seniors and disabled to and from medical appointments, pharmacy, physical therapy, adult day care center and more. (\$2,144)</p>	\$3,500.00

District 5 Community Enhancement Allocations		
ORGANIZATION NAME	PURPOSE	ALLOCATION
Fallbrook Land Conservancy Foundation	<p>Stage Coach Sunday - To help pay for the Stage Coach or similar ride attraction, animal show, band, food serving items (plates, utensils, napkins, cups), food/catering, drinks, printing, publicity, mailing, postage and banners, signs and port-a-potty. (\$3,000)</p> <p>Santa Margarita River Trails and Fire Protection - Purchase a new chain saw, 20" bar for \$600, and 14 days for the Rainbow/CalFire crews for \$3,150 for a total of \$3,750 to help clear trails and fire roads in the Santa Margarita Rivershed, for not only recreational purposes, but fire roads for the fire crews in case of a fire to protect our community. (\$3,750)</p> <p>Save Our Forest Tree Care - Purchase a two stroke, 1000 watt generator to provide power for power pole saws for downtown street tree pruning. (\$210)</p> <p>Materials for Walkabout Web Trail - Materials to begin implementation of the Walkabout Web trail including directional signs, fencing or gates at critical locations, and printed materials. (\$962)</p>	\$7,922.00
Fallbrook Music Society	28th Annual Symphony 'Pops' on the Green.	\$8,500.00
Flying Leatherneck Historical Foundation (Flying Leathernecks)	Restore at least two of our historically significant Marine Corps aircraft to museum display quality.	\$2,000.00
Friends of the Rancho Buena Vista Adobe	Student Scholarships - 200 third and fourth grade social studies students explore the Rancho learning early California history; experiencing traditions of early California; cooking tortillas, dipping candles, roping and branding.	\$2,000.00
Live Oak Park Coalition	Shade structure to cover the children's playground.	\$10,000.00
Main Street Foundation, Inc. (Main Street Oceanside) - NEW	Oceanside's Independence Day Parade is celebrated by a diverse community of businesses, local organizations, military and residents to honor our countries Independence. The parade congregates over 10,000 people, which impacts the Oceanside business district economy.	\$5,000.00

District 5 Community Enhancement Allocations		
ORGANIZATION NAME	PURPOSE	ALLOCATION
Mainly Mozart, Inc. (Mainly Mozart Festival)	Mainly Mozart Festival - Artists/production costs for May/June celebration featuring the all-star Mainly Mozart Festival Orchestra, world-class chamber music county-wide, free community concerts and open rehearsals, youth programming, lectures, collaborations and dynamic new international artistic leadership team.	\$20,000.00
MCRD Museum Historical Society	Digitization of Marine Corps Recruit Depot Photograph Collection - Scan and digitize the historic photographs that represent the history of Marines in San Diego from 1915 to the present day.	\$1,000.00
Moonlight Cultural Foundation (formerly The Vista Foundation)	Next Stage Education and Outreach Program - Provide 15,000 free tickets for Vista Unified School District (VUSD) Elementary School Students, VUSD Educators, Camp Pendleton Elementary School Students and Educators for 2013 Moonlight Stage Productions Summer performances of the Wizard of Oz July 24-Aug 10. Includes collateral design, printing and mailing.	\$10,000.00
New Village Arts, Inc. (NVA)	Marketing and organizational support.	\$5,000.00
Oceanside CERT	Purchase of a BullEx Fire Extinguisher Training System.	\$5,000.00
Oceanside Chamber of Commerce	Oceanside Harbor Days 2013 - Event transportation expenses, marketing costs and event security. Private security for traffic control; marketing costs. (\$25,000)  Media Upgrade - Media equipment to include computer, tablets, software, speakers for conference room and installation of equipment. (\$10,000)	\$35,000.00
Oceanside Historical Society	A wall mounted monitor in our museum to display our vast photo collection, computer, installation and software.	\$2,500.00
Pauma Valley Community Association (PVCA)	Baseball bleachers.	\$10,000.00
Pro Kids Golf Academy, Inc.	Staff support and marketing in Oceanside.	\$5,000.00
Rancho Santa Fe Historical Society	Apple iPad. (\$866)	\$2,578.00

**District 5 Community Enhancement Allocations**

<b>ORGANIZATION NAME</b>	<b>PURPOSE</b>	<b>ALLOCATION</b>
	<p>Complete the redesign and production of the informational trifold brochure (500 pieces) describing the very lively history of the home of the Rancho Santa Fe Historical Society, La Flecha House. (\$1,200)</p> <p>Reprint (2,500 pieces) of Rancho Santa Fe historical Society Rack cards funded by the 2012-2013 SD County Community Enhancement Grant. Pieces to be distributed at hotels, time shares, museums, and other historical societies. (\$512)</p>	
Riding Emphasizing Individual Needs & Strengths (REINS Program)	Therapy on horseback to children and adults with disabilities.	\$10,000.00
San Diego Air & Space Museum	Marketing: Ripley's Believe It or Not! - TV, print, online and outdoor advertising of the Museum's "Ripley's Believe It or Not!" special exhibition.	\$4,000.00
San Diego Automotive Museum	Exhibitions - The San Diego Automotive Museum fits a special niche in the arts and culture of our community. The extensive collection of automobiles and motorcycles forms the basis of its exhibits (both temporary and permanent) as well as educational and outreach programs.	\$4,000.00
San Diego Futures Foundation	Provide technology hardware (smartphones, tablets, laptops, desktops or access-enabled devices) and related services (installation services for hardware and software, Internet connection, training, and ongoing help desk support) to homebound seniors—with a primary goal to reduce hospital readmissions.	\$10,000.00
San Diego Model Railroad Museum	Kid Steam Train - This interactive educational ride will help the museum educate children during outreach programs and family days on diverse topics such as railroad safety, healthy living, and historical events. The hand powered train cars provide physical activity that allow the children to engage with subject matter.	\$1,500.00

<b>District 5 Community Enhancement Allocations</b>		
<b>ORGANIZATION NAME</b>	<b>PURPOSE</b>	<b>ALLOCATION</b>
San Diego North Economic Development Council (SDNEDC)	Economic Development Activities District 5 - Regional activities that support the growth of the North County economy and enhancement of its quality of life. These activities include venue and marketing cost, promotion material, salaries, consulting and accounting fees and general operating expenses.	\$50,000.00
Straight from the Heart, Inc. (North San Diego County Foster Parents Association)	Aid the county of San Diego in retention and recruitment of licensed foster and adoptive families by providing support and advocacy to foster children, relative and former foster children and their caregivers. Operate training facilities to meet the needs of the caregivers for training and education.	\$10,000.00
Valley Center Chamber of Commerce	Visitor Center - Staffing, computer, printer, telephone and printed material for a Visitor Center for the Valley Center/ Pauma Valley/ Palomar Mountain areas. (\$10,000) Visitor/Member Guide - Create, publish, and mail a visitor/chamber member guide for the Valley Center/Pauma Valley/Palomar Mountain area promoting both business and tourism. (\$500)	\$10,500.00
Valley Center Pageant Association (Miss Valley Center Pageant)	A Scholarship Pageant.	\$5,000.00
Visit Oceanside, Inc. (California Welcome Center Oceanside)	Sales and Marketing - Internet marketing, trade shows, advertising, special promotions and direct sales efforts; generating overnight stays.	\$10,000.00
Vista Chamber of Commerce	Strawberry Festival - Expand Strawberry Festival.	\$15,500.00
Vista Historical Society, Inc.	Installation of landscaping in event area.	\$4,000.00
Warner Springs Community Resource Board	Storage Container - Purchase a storage container to store and secure items used for the Pacific Crest Trail Hikers that come through our area during the hiking season.	\$4,000.00
<b>Total Community Enhancement Allocation</b>		<b>\$536,000.00</b>